



2010 Missouri Lottery Fact Book



The Missouri Lottery Fact Book

The fact book is an annual publication designed to be a reference book for Lottery players, retailers, employees, along with the media and the general public. It can be found on the Missouri Lottery's Web site, Molottery.com, under "Newsroom." It is updated with final fiscal year amounts in December of each year.

We hope you find this fact book helpful and easy to use. If you have any comments or suggestions about it, please feel free to call the publication's editor, Susan Goedde, at (573) 526-7425.

Missouri Lottery headquarters	(573) 751-4050
Missouri Lottery Web site	www.molottery.com
Help for problem gamblers	1-888-BETSOFF (1-888-238-7633)
Web site for responsible gaming	www.888betsoff.org
FY09 sales	\$968,451,895
FY09 proceeds to education	\$259,006,283
Total proceeds to the state, including public education, from January 1986 through June 2009	\$3,501,980,182
Breakdown of the Lottery dollar	63.7 cents - prizes to players 26.3 cents - proceeds to public education 6.2 cents - retailer commissions, bonuses and incentives 3.8 cents - administrative costs

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Overview



Introduction

What is a lottery?

A lottery consists of three elements: prize, chance and consideration.

Lotteries are not new to American history...

The first lottery with cash prizes dates back to 1490, two years before Columbus set sail. Lotteries were authorized to raise money for the colonial army. In addition, a lottery helped put a roof on the United States Capitol. Lotteries also helped build educational institutions like Harvard, Yale and Princeton universities.

It wasn't until 1964 that the modern lottery era began in New Hampshire, and since that time, lotteries have brought more than \$300 billion in revenues for a variety of state programs. Forty-two states and the District of Columbia currently have a lottery. For a complete historical timeline of lotteries, visit www.naspl.org.

On Nov. 6, 1984, Missouri voters overwhelmingly approved the Missouri Lottery by passing Amendment 5, which repealed a section of the state's constitution prohibiting a lottery. The measure passed with 70 percent of the vote, making the Missouri Lottery the 23rd lottery in the United States.

Missouri's Lottery

Missouri Lottery ticket sales began 24 years ago in January 1986, and since that time, the Lottery has provided the state, including education, with more than \$3.5 *billion* in proceeds. In addition, 289 players have won life-changing jackpots between \$1 million and \$254 million, totaling more than \$2 billion.

Missouri Lottery retailers have earned more than \$740 million in commissions, incentives and bonuses.

A five-member commission, appointed by the governor and approved by the Senate, governs the Lottery. The executive director oversees the daily operations of the government agency.

The Missouri Lottery is based in Jefferson City with three regional offices located in: Kansas City, St. Louis and Springfield. The Lottery is broken down into three divisions: Executive Office, Integrated Services and Sales, Marketing and Product Development.

The Missouri Lottery's Vision:

"That our products and promotions should be fun, innovative and provide players, retailers and employees with unsurpassed opportunities for success."

The Missouri Lottery's Mission:

"To maximize revenues for public education through the creation and sale of fun and entertaining products consistent with the highest levels of service, integrity and public accountability."

The Missouri Lottery's Core Values:

The Missouri Lottery embraces integrity, accountability and dependability as core values in our day-to-day operations. The guiding principals of honesty, reliability and professionalism in our daily actions and interactions with our internal and external customers are essential to the continued success of the Lottery and demanded by the public we serve.

Goals:

1. Create, market and distribute fun and entertaining products.
2. Provide extraordinary customer service and relationship building, both internally and externally.
3. Cultivate an atmosphere of trust, high integrity and public accountability.
4. Support an organizational culture where employee innovation and productivity are encouraged and recognized.

The Missouri Lottery's Customer Service Strategy:

"We will provide extraordinary customer service that allows players to fulfill dreams; retailers to be profitable and employees to achieve personal growth and satisfaction. We will fulfill this strategy with exceptionally courteous and professional employees who are committed to understanding the customers' perspective and empowered to provide players, retailers and each other with positive, memorable customer experiences."

Missouri Lottery's Historical Timeline

1984	Nov. 6	Missouri voters approve Amendment 5, which gave the Legislature the authority to establish a state lottery. Seventy percent of voters approved the measure.
1985	June 11	Senate Bill 44, which created the Missouri Lottery, is passed.
1986	Jan. 20	The first Missouri Lottery sales begin with the instant game “Jackpot ’86.”
	Feb. 13	Johnnie Magerl of Kansas City, Kan., becomes the Lottery’s first millionaire. The retired butcher won \$2.1 million in the Lottery’s “Jackpot!” wheel spin.
	Oct. 1	Sales for Missouri’s Lotto game begin with a minimum jackpot of \$1 million.
1987	Feb. 26	Pick 3 sales begin.
	Sept. 25	Missouri joins the Multi-State Lottery Association (MUSL).
1988	Jan. 5	Missouri Supreme Court approves Lotto America (a MUSL game) sales.
	Feb. 3	Lotto America (now Powerball) sales begin.
	Aug. 2	Voters approve Amendment 3 with 58 percent of the vote. The amendment lifts several restrictions, including those on advertising and the maximum prize payout.
1990	May 10	Pull-Tab sales begin.
1992	Jan. 20	SuperCash (now Show Me Cash) sales begin.
	April 19	Powerball sales begin (replacing Lotto America).
	Aug. 4	Seventy-eight percent of Missouri voters approve Amendment 11 to earmark Lottery proceeds for public education.
1993	July 1	Amendment 11 becomes effective.
	Oct. 30	The first \$2 Scratchers game - “Bingo” - sales begin.
1994	June 21	The Lottery implements cross-redemption of tickets, allowing prizes up to \$600 to be cashed at any Missouri Lottery retailer.
	Nov. 6	SHOW ME 5 sales begin (replacing SuperCash).
1995	March 12	Lotto changes include a matrix change to 6/44 and adding the Cash Value option.
	June 10	Dan and Elizabeth Greenwood of St. Louis win \$4.4 million playing Lotto, making them the Lottery’s 100th Lottery-made millionaires.
1996	Jan. 20	The Missouri Lottery celebrates its 10th anniversary with the premiere of its “Fun & Fortune” television game show.
1997	March 17	Lottery proceeds to the state, since the Lottery began, top \$1 billion, and Missouri Lottery sales top \$3 billion.
	Sept. 16	The first \$3 Scratchers game - “Set For Life” - sales begin.
	Nov. 2	Powerball changes include the addition of the cash option, a minimum jackpot of \$10 million, annual payouts of 25 years, and a matrix change from 5/45 and 1/45 to 5/49 and 1/42.
	Dec. 1	The Missouri Lottery’s Web site is launched (www.molottery.com).

Missouri Lottery's Historical Timeline

	Dec. 17	The Missouri Alliance to Curb Problem Gambling is formed.
1998	Feb. 16	A free ticket is added as the prize for matching three numbers in Lotto, and the annual payout increases from 20 to 25 years.
	Nov. 2	Pick 4 sales begin.
1999	Feb. 20	The first and only time a Missouri jackpot ticket expired - a Lotto ticket worth \$1.7 million sold in Springfield.
	Aug. 11	The Lottery participates in the first Missouri Responsible Gaming Education Week.
	Nov. 11	The first \$5 Scratchers game - "Season's Greetings" - sales begin.
	Dec. 1	The Daily Game Sampler combination play is introduced.
2000	March 17	The responsible gaming Web site, www.888BETSOFF.org , is launched.
	March 31	\$100K Triple Play, the Lottery's first limited-time numbers game, starts.
	April 3	The winning numbers player e-mail service starts.
	June 30	\$100K Triple Play ends.
	Aug. 7	The Lottery holds its first Web-based player promotion, the "Luckytown World Traveler" Web promotion.
	Sept. 30	Three Lotto tickets - the most ever - match to win the \$6.8 million jackpot.
	Oct. 8	Pick 3 and Pick 4 payouts increase to 60 percent of sales.
	Oct. 19	Lottery proceeds to public education exceed \$1 billion.
	Nov. 6	SHOW ME 5 changes to SHOW ME 5 Paydown. The top prize increases from \$25,000 tax paid to \$50,000 tax paid; lower-level prizes increase when the top prize is not won.
2001	March 4	The Power Play promotional feature is added to Powerball.
	April 9	"Jumbo Bucks," the first Pull-Tab game with a \$1,000 top prize, goes on sale.
	May 19	The Lottery starts publishing the chances, including free tickets and break-even prizes, on the back of Scratchers beginning with game 358, "Firecracker Cash."
2002	Jan. 24	The Missouri Lottery Commission approves Club Keno.
	May 28	Club Keno sales begin.
	July 1	The redemption time for Missouri Lottery prizes changes from one year to 180 days.
	July 9	The last "Fun & Fortune" game show is taped.
	July 26	The first "Fun & Fortune Wheel Spin" is held in Jefferson City.
	Aug. 24	The first \$10 Scratchers game, "\$300,000 Cash," goes on sale.
	Oct. 6	Powerball changes include: new matrix (now 5 of 53); dropping the Power Play number "1;" adding the new Match 5 bonus prize; and changing the annuitized prize from a 25-year to a 29-year (30 payments) payout.
2003	Jan. 16	The Missouri Lottery announces its role in the statewide "Alert Missouri" plan (now called Missouri Amber Alert).

Missouri Lottery's Historical Timeline

	June 20	Lottery proceeds since inception top \$2 billion with the monthly transfer to public education.
	July 9	Bill and Claudia Walkenbach of Hermann win half of the \$261.3 million Powerball jackpot, becoming Missouri's largest-prize winners, to date. They share the jackpot with a ticket holder in Pennsylvania.
	Aug. 1	The final "Fun & Fortune Wheel Spin" is held in Jefferson City.
	Aug. 17	The Bulls-Eye play feature is added to Club Keno.
	Sept. 22	The Lottery launches the <i>My Lottery</i> on-line membership player registration program.
	Oct. 12	The Xtra play feature is added to the daily Numbers Games.
2004	July 19	Computerized drawings begin for Pick 3, Pick 4, SHOW ME 5 Paydown and Lotto.
	July 25	The Xtra play feature ends.
	July 26	Midday drawings for Pick 3, Pick 4 and SHOW ME 5 Paydown begin.
	Oct. 14	The Lottery introduces the first \$2 Pull-Tab game, "Triple Win."
2005	Jan. 3	The Marsh Martians of Owensville were named the Lottery's first Lottery Captain's Team of the Month.
	Jan. 11	The Lottery begins delivering winning numbers via text messaging.
	Jan. 29	The first \$5 bingo game - "\$100,000 Bingo" - starts.
	Feb. 1	The Lottery introduces the "Pick 3 Bonus Bucks Raffle," the first raffle-style promotion.
	March 9	Gary DeHaven of Republic wins \$1.4 million playing Lotto, making him the 200th Lottery-made millionaire.
	July 27	Triple digits are drawn in both Pick 3 drawings.
	Aug. 28	Powerball makes its fourth design change, which includes adding two more white balls for a total of 55, a new minimum jackpot of \$15 million, a guaranteed growth of \$5 million per draw, the second- and third-level prizes doubled and a graduated annuitized jackpot payout.
	Sept. 10	The \$10 Scratchers game named "\$100 Million Cash Spectacular" starts, offering more than \$102.5 million in prizes and the highest payout ever in a Scratchers game, to date – 75.14 percent.
	Sept. 12	Larry Jansen becomes the Missouri Lottery's fourth executive director.
	Sept. 16	Proceeds to the state, including education, top \$2.5 billion with the Lottery's monthly transfer.
2006	Jan. 20	The Lottery celebrates its 20th anniversary.
	Jan. 23	The Lottery offers the "20 th Anniversary Dream Draw Raffle" with a top prize of \$200,000.
	Feb. 18	The Powerball jackpot reaches \$365 million, the highest jackpot ever offered in Missouri. The prize is won with a ticket bought in Nebraska.
	April 12	A group of 13 state employees with the Department of Social Services in Florissant win a Powerball jackpot of \$224.2 million, the largest jackpot prize ever won in Missouri to date.
	April 22	The Lottery's second "mega" game, "Lifetime Riches," goes on sale, offering the largest instant prize to date (\$50,000 a year for life) in the Lottery's history and the highest payout ever (75.62 percent) to date.

Missouri Lottery's Historical Timeline

	April 29	A St. Charles father and his two sons became the first Powerball players to become millionaires at the Match 5 level (by winning \$200,000 and having the Power Play number of five for a total prize of \$1 million).
	July 26	Mike and Susan Palmer of Ste. Genevieve become the first jackpot winners in Missouri to have a second jackpot win in their family when they won \$5.5 million playing Lotto. Susan's father, Ernie Weiler, won \$2.8 million playing Lotto on July 31, 2002.
2007	Jan. 2	The Lottery offers its first Design-A-Ticket contest, where players send in ideas for Scratchers tickets.
	Jan. 16	The Multiplier feature and the progressive jackpot are added to Club Keno.
	Jan. 24	The Wilson family of St. Louis win the Lottery's largest jackpot prize to date – a Powerball jackpot worth \$254 million.
	Jan. 31	The Lottery's third "mega" game, "\$250,000 Mega Cash," goes on sale, offering 30 top prizes of \$250,000.
	Feb. 16	The Lottery makes the largest monthly proceeds transfer to date to public education - \$27,781,382.
	April 25	The Lottery introduces its blog at molotteryblog.com.
	Aug. 17	Lottery proceeds since inception top \$3 billion with the monthly transfer to public education.
	Sept. 26	The Lottery's fourth "mega" game, "100 Million Dollar Blockbuster," goes on sale.
	Nov. 12	The Lottery offers the "Million-Dollar Raffle" with a top prize of \$1 million.
2008	Jan. 26	The Lottery introduces its first \$20 Scratchers game, "4 Million Dollar Cash Bonanza," with the highest top prize ever - \$4 million.
	June 20	The Lottery ends fiscal year 2008 transfers with the largest annual proceeds of \$265,051,179.
	June 30	Fiscal year 2008 ends with the highest sales ever - \$995,492,888.
	Sept. 8	SHOW ME 5 Paydown changes to Show Me Cash. Jackpots start at \$50,000 and roll \$5,000 per draw until the prize is won. Show Me Cash only has an evening draw.
	Nov. 17	The Lottery offers "Million-Dollar Raffle" for the second time.
2009	Jan. 4	Powerball makes its fifth design change, including a new minimum jackpot of \$20 million, bigger jackpots, an automatic \$1 million match five prize and better overall odds of 1 in 35.1.
	Jan. 31	The Lottery's second \$20 game, "\$200,000 A Year for Life," goes on sale. This is the Lottery's sixth "mega" game.
	Feb. 19	Captain Lotto makes his first tweet.
	March 2	Lucky Dough, a monitor game, sales began.
	June 30	All Pull-Tab games officially end; 180 redemption period starts.
	Aug. 29	The Lottery's seventh "mega" Scratchers game, "Mega MONOPOLY™," goes on sale.
	Oct. 1	Lottery launches the "Tools 4 School" promotion to highlight the A+ program and funding.
	Oct. 7	A Multistate agreement is made to cross-sell Powerball and Mega Millions.
	Dec. 9	May Scheve Reardon becomes the Missouri Lottery's fifth executive director.

Key Contacts

Media	Gary Gonder, director of integrated services	(573) 526-7426
	Susan Goedde, communications manager	(573) 526-7425
	Holly Koofer, responsible gaming coordinator	(573) 526-7467
	Wendy Baker, Web coordinator	(573) 526-7442

Officials	May Scheve Reardon, executive director	(573) 751-4050
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Missouri Lottery Commissioners

Kevin Roberts, Chair Hillsboro	Gina Hoagland, Ladue	Jacque Land, St. Louis
Stephen Snead, Turners	Pamela Wright, University City	

Missouri Lottery Headquarters

1823 Southridge Drive	Main number:	(573) 751-4050
P.O. Box 1603	Fax:	(573) 751-5188
Jefferson City, MO 65102-1603	Winning numbers hot line:	(573) 751-1111

Kansas City Lottery Office

3630 Arrowhead Ave.	Main number:	(816) 795-8811
Independence, MO 64057-1791	Fax:	(816) 795-7672
	Winning numbers hot line:	(816) 795-0203

Springfield Lottery Office

1506 E. Raynell	Main number:	(417) 888-4227
Springfield, MO 65804-6441	Fax:	(417) 888-4222
	Winning numbers hot line:	(417) 888-4271

St. Louis Lottery Office

1831 Craig Park Ct.	Main number:	(314) 340-5800
St. Louis, MO 63146-4122	Fax:	(314) 340-5843
	Winning numbers hot line:	(314) 340-5805

(Maps are located after the index at the back of this publication)

Missouri Lottery Web Site

www.molottery.com

Problem Gambling Web Site

www.888BETSOFF.org

Problem Gambling Help Line

1-888-BETSOFF (1-888-238-7633)

Molottery.com, *My Lottery* and Molotteryblog.com

Have you ever wondered what the amount is for the current Missouri Lotto jackpot? Or what were the past winning numbers? Or where the Lottery proceeds go? Or who is winning Missouri Lottery prizes? All of this information and so much more can be found on the Lottery's Web site at Molottery.com. Take time to browse the site and become a Missouri Lottery expert!



My Lottery

The Missouri Lottery's free player membership program, *My Lottery*, first debuted in September 2003 and has since been adding to its menu of player-favorite features and benefits, including more opportunities to win.



Becoming a *My Lottery* member is easy; just visit Molottery.com, complete the three-step process to create a membership and have free access to services that allow players to:

- Receive a free-play coupon, good for any Missouri Lottery Numbers Game, each year on their birthday;
- Sign up to receive the winning numbers through text messaging on their wireless device(s);
- Save time and postage when entering Missouri Lottery promotions throughout the year for select non-winning Scratchers and Numbers Game tickets;
- Subscribe to the Missouri Lottery's daily or twice-weekly News & Numbers E-newsletter;
- Choose the amount at which they would like to receive jackpot alerts via e-mail for Lotto and/or Powerball;
- Register their "Favorite Numbers" with their favorite game(s) and receive notification when they are drawn;
- Access a variety of tools to help manage group-play activities with the Lottery Captains Tools; and
- Participate in special *My Lottery* Web promotions throughout the year.

One of the priorities of the *My Lottery* program is to provide customer convenience while providing the utmost security to players when entering promotions through the Lottery's Web site. To become a member of *My Lottery*, users are asked to enter contact information in order to receive notifications about promotions and special prize-winner information. None of the personal information collected will be sold, traded or otherwise distributed to any third party.

One huge benefit of being a *My Lottery* member is the ability to enter promotions online to save time and postage costs. In addition, players who enter online also have the advantage of viewing and editing their entries at any time prior to the promotion drawing.

Are the Chances of Winning a Promotion the Same For Web Entry and Mail Entry?

Did you know that the chances of winning a Missouri Lottery Scratchers promotion are the same whether you enter through the Web or by mail? The chances of winning do not increase by using one particular method. By using a percentage of each type of entry method to conduct a preliminary drawing, the drawings ensure an equal chance of winning, no matter how the entries are received.

Here's how a promotion drawing is conducted:

1. A pre-determined percentage of entries are drawn from the Web entries and the mail entries through a preliminary drawing.

Molottery.com, *My Lottery* and Molotteryblog.com

2. Once the preliminary drawing is complete, the promotion drawing team creates physical entries for the Web entrants using sample voided Scratchers tickets. Each entry is placed in an individual envelope, similar to the mail entries that are received.
3. Then, all of the entries are combined in the drawing drum, and the winners are physically drawn. For example, let's say the Lottery is holding a Scratchers promotion drawing for five prizes. To make it easy, we'll say there are 300 total entries - 200 Web entries and 100 mail entries. Let's say we'll use 10 percent for the percentage in the preliminary drawing. That means 20 entries are drawn from the total Web entries and 10 entries are drawn from the total mail entries for 30 total entries in the preliminary drawing. The promotion drawing team will create 20 physical entries (envelopes containing void Scratchers tickets with the Web entrants' names) for each of the Web entries. These are combined with the 10 mailed entries from the mail in the drawing drum. From these entries, the five winners are drawn.

Molotteryblog.com

The Missouri Lottery launched its blog at Molotteryblog.com in April 2007. Visitors can come to the blog to ask questions about games and promotions, watch videos from the new Reel Lottery video series and get updates on Lottery winners and news. The blog is a place for people to interact with the Lottery.

Other Social Media

You can also be a "fan" of the Missouri Lottery on Facebook and follow us on Twitter!



Scams and SPAM

Phony Promotions, Illegal Schemes and Bogus E-mails (SPAM)

Consumers in the United States and other countries lose billions of dollars each year to fraudulent telemarketers, spam e-mailers and misleading advertisements that entice consumers into phony prize promotions, illegal foreign lottery schemes and other lottery-related fraud, according to the Federal Trade Commission (FTC).

Individuals involved in the sale and trafficking of foreign lotteries, unwanted telemarketing calls and – under the federal government CAN-SPAM Act, which took effect Jan. 1, 2004 – unsolicited commercial e-mail, or “spam,” can be prosecuted in the United States. But that doesn’t mean the fraud has stopped. When it comes to fraud, being an informed consumer is the best way to protect yourself.

Recognizing Legitimate Contacts From The Missouri Lottery

To claim a Missouri Lottery prize, you will NEVER be required to send any money or give personal information by e-mail, the phone or any other means in an effort to collect promised winnings.

There are only two reasons that the Missouri Lottery may require some personal contact information from a player:

1. To complete claim form information in person or by mail in order to process a prize. (This information is never collected over the phone.)
2. To validate a winner’s identity if the winner has entered online and is selected as a prize winner. To enter any Missouri Lottery promotion on-line via the Lottery’s Web site, Molottery.com, players are required to create a *My Lottery* account and provide some personal contact information so the winner can be contacted and his or her identity can be validated for prize redemption.

The Missouri Lottery does not sell, trade or otherwise distribute players’ information to a third party. Players will never be asked to submit private information or family data, like your mother’s maiden name.

In a few instances each year, a Lottery representative may contact a grand-prize promotion winner by telephone to tell the winner he or she was drawn as a promotional prize winner and to interview him or her for a story. At that time, however, winners are not required to provide vital information such as Social Security numbers or banking information. The call is always followed up with a letter.

The FTC provides a Web site, www.ftc.gov/crossborder, to help consumers spot, stop and avoid cross-border fraud. It contains information on recent FTC law enforcement actions against cross-border scam artists, as well as FTC coordination with law enforcement agencies in other countries to combat this multi-billion dollar problem.

Missourians who receive unwanted telemarketing calls and unsolicited mail or spam e-mail should contact the Missouri Attorney General’s Consumer Protection Division at 1-800-393-8222 or visit their Web site at: www.ago.mo.gov/index.htm. Once there, you can reduce unwanted telemarketing calls made to your home by signing up for the No Call list. You can also learn more about the new federal CAN-SPAM Act and/or file a complaint against e-mail spammers.

If players have questions about whether they’ve received a legitimate Missouri Lottery contact, they can call the Lottery’s Security division at (573) 751-4050.

Be Alert!

The Missouri Lottery does NOT...

- Require vital information such as Social Security numbers, bank account numbers, mother’s maiden name, etc., from winners over the phone.
- Require a winner to provide money upfront to claim a prize.
- Require a time frame of less than two weeks to respond to or act on a ticket-entry promotion prize deadline.
- Enter someone into a promotion for an added bonus, or for any other reason, without their knowledge.

When in doubt, call the Missouri Lottery at (573) 751-4050.

Logos, Photos and Links

Logos

Missouri Lottery corporate and game logos are registered trademarks and/or service marks. They may only be used with written permission from the Missouri Lottery. Logos are available via electronic transfer (as an e-mail attachment). Art is provided as an Encapsulated Postscript File (EPS). JPG and GIF images of the logos are also available in the Media Center of our Web site (Molottery.com).

Colors

The most frequently requested and reproduced logo is the Lottery's "L device." The mark may be reproduced only in specific Pantone Matching System (PMS) spot colors, in either four-, three- or one- color configurations. Use of a white background is preferred with the four, three and blue or black one-color reproductions.

4 (spot) color reproduction	3 (spot) color reproduction	1 (spot) color reproduction
PMS 281 Blue	PMS 281 Blue	PMS 281 Blue
PMS 032 Red	PMS 032 Red	or Black or White
PMS 132 Yellow	PMS 132 Yellow	
Black	Note: "Missouri Lottery" prints PMS 281 with this configuration	

Photographs

Some photographs are available for reproduction. These are available via electronic transfer (as an e-mail attachment). Photos are provided as high-resolution JPG files.

To Add the Lottery as a Link to Your Organizational Web Site:

The Lottery offers businesses and organizations the opportunity to add the Lottery's logos to their Web sites to serve as a link to any of the following information:

1. The Missouri Lottery's most recent winning numbers and estimated jackpots;
2. A winning numbers search database of past winning numbers for all Numbers Games;
3. Lottery winner news, upcoming promotions and event sponsorships;
4. How-to-play information;
5. Unclaimed prizes;
6. Instructions on how to claim a prize or print a claim form;
7. Where Missouri Lottery proceeds go;
8. Frequently asked questions about the Lottery and its games.

Web link logos and the specifications for their use can be found in the "Newsroom" of the Lottery's Web site Molottery.com.

The Games



Game Information

A player must be 18 years or older to purchase a Missouri Lottery ticket.

Numbers Games

• Powerball • Mega Millions • Missouri Lotto • Club Keno • Lucky Dough • Show Me Cash • Pick 4 • Pick 3 •

All Numbers Games include an opportunity for players to select their own lucky numbers or let the computer select the numbers by using Quick Pick. The percentages of Quick Pick sales for online games overall is 59.67 percent. The percent of sales from Quick Picks by game are:

Lotto, 90.83 percent;
Powerball, 88.04 percent;
Mega Millions (no information is available at print date);
Show Me Cash, 81.06 percent;
Lucky Dough, 59.65 percent;
Club Keno, 33.54 percent;
Pick 3, 15.59 percent;
Pick 4, 12.94 percent.

Scratchers

The Missouri Lottery has offered players nearly 800 different instant-win games ranging from \$1 to \$20 since the Lottery began in January 1986. These games have paid out prizes ranging from a free ticket to more than \$5 million instantly.

Overall chances vary from game to game due to the variance in prize structures. Generally, Scratchers games have average chances of winning of 1 in 4.27, ranging from 1 in 4.75 in the \$1 games to 1 in 3 in the \$20 games. Overall, approximately 69 percent of the Scratchers game's sales is returned as prizes - ranging from 62 percent in \$1 games to 76 percent in \$20 games.

Ticket Tips

- **Upon purchase of your ticket, completely fill out the back and sign it.** Remember, in order to claim any Lottery prize, you must have your ticket. Just like dollar bills, Lottery tickets are bearer instruments.
- **Ensure the wager on the ticket is the one you requested before you exchange money for the ticket.** It is your responsibility to ensure that your ticket has the correct information, like the numbers played, dates played, type of play, etc.
- **Always redeem your tickets as soon as you discover a winner.** Numbers Game tickets expire 180 days after the draw date. Scratchers games expire 180 days after the official game ending date. For a list of official Scratchers game ending dates and expiration dates, visit the Lottery's Web site (Molottery.com).
- **Keep tickets in a safe place.** From time to time, the Lottery receives tickets from players that have been destroyed by washing machines. Unfortunately, most of these tickets have been too badly damaged for the Lottery to reconstruct.
- **Always allow extra time for any damaged ticket you send to the Lottery for verification.** Damaged tickets will take more time to process.

Powerball

Powerball is a multi-state Numbers Game run by the Multi-State Lottery Association (MUSL) in Des Moines, Iowa. There are currently 43 members in Powerball with a combined population of nearly \$129

million. Members are: Arizona, Arkansas, Colorado, Connecticut, Delaware, D.C., Florida, Georgia, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maine, Maryland, Massachusetts, Michigan, Minnesota, Missouri, Montana, Nebraska, New Hampshire, New Jersey, New Mexico, New York, North Carolina, North Dakota, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Vermont, U.S. Virgin Islands, Virginia, West Virginia, Texas, Washington and Wisconsin.

The game changed from the Lotto America game to Powerball on April 19, 1992. Lotto America was also known as Missouri's Megabucks before changing to Powerball. Jackpots begin at the minimum of \$20 million and have reached \$365 million.

Powerball jackpot winners have 60 days after the drawing to decide if they would like to receive the prize in one payment (cash option) or distributed in 30 graduated payments over 29 years (annuity option).

Power Play

In addition to the chance to win millions in Powerball, the game offers an optional promotional feature called Power Play, which is designed to multiply prizes other than the jackpot. When players use Power Play and match all five white-ball numbers, they automatically win \$1 million!

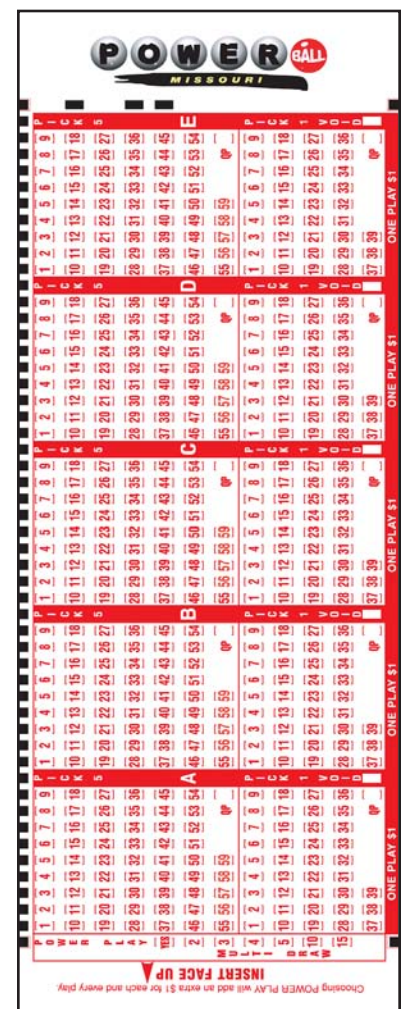
For an extra \$1, players have the chance to multiply winnings up to five times the original amount, with the exception of the jackpot. The Power Play feature costs an additional \$1, so the total cost for one Powerball play with the feature is \$2. Winners who select the Power Play option will be able to win from \$6 to \$1 million depending on the number of balls matched and the Power Play number.

Prior to each Powerball drawing at 9:59 p.m. CST on Wednesday and Saturday, a wheel is spun that has 16 spaces labeled with the numbers 2, 3, 4 and 5. The wheel contains four of each number for great odds at increasing the \$3 to \$200,000 prizes.

For example, let's say a player chooses the Power Play option, paid the extra \$1 and matched four white-ball numbers drawn that night to win the \$10,000 prize. If that night the Power Play number selected is a five, the player would win \$50,000!

Match 5 Bonus Prize Feature

Each time the Powerball jackpot reaches a new record level, it will increase in increments of \$25 million (annuitized) per drawing until it is won. All cash in excess of each \$25 million increment will then be added to the Match 5 bonus pool. When the jackpot is finally hit, the money in the Match 5 bonus pool will be divided equally among all winners who matched all five white-ball numbers. For some drawings, this could mean enhanced prizes of \$1 million or more in cash.



Powerball

How to play:

Pick five numbers between 1 and 59 and one number between 1 and 39 (“the Powerball”), or select Quick Pick and the computer will randomly generate six numbers for you.

Prize levels and chances:

Match	Win	Chances Are 1 In	<i>Prize Payouts with Power Play when the Power Play number is</i>			
			2	3	4	5
6 numbers	Jackpot	195,249,054				
5 white-balls	\$200,000	5,138,133	\$1,000,000	\$1,000,000	\$1,000,000	\$1,000,000
4 white-balls & PB	\$10,000	723,145	\$20,000	\$30,000	\$40,000	\$50,000
4 white-balls	\$100	19,030	\$200	\$300	\$400	\$500
3 white-balls & PB	\$100	13,644	\$200	\$300	\$400	\$500
3 white-balls	\$7	359	\$14	\$21	\$28	\$35
2 white-balls & PB	\$7	787	\$14	\$21	\$28	\$35
1 white-ball & PB	\$4	123	\$8	\$12	\$16	\$20
0 white-balls & PB	\$3	62	\$6	\$9	\$12	\$15

Overall chances:

1 in 35.11

Cost:

One play (combination) for \$1, or \$2 for one play including the Power Play

Day and time the draw is aired:

9:59 p.m. Wednesday and Saturday

No ticket sales between:

8:59-10 p.m. Wednesday and Saturday, and 2-5 a.m. every day

Advanced (multi-draw) play:

15 consecutive draws

Mo. jackpot winners to date:

25 (second most of any Powerball member lottery, totaling more than \$1.2 billion) as of Dec. 8, 2009

\$200,000 winners through FY09:

135

Average jackpot won in Mo.:

\$49.7 million

Average winners per draw:

31,010

Percent of sales using Quick Pick:

88.04

Largest jackpot won:

\$365 million on Feb. 18, 2006; ticket sold in Nebraska

Largest jackpot sold in Mo.:

\$254 million on Jan. 24, 2007, claimed by a family in St. Louis

Mega Millions®

Mega Millions is a multi-state Numbers Game, similar to Powerball, which offers large multi-million dollar jackpots that start at \$12 million, a large second-level prize and seven other prizes. There are approximately 34 members of Mega Millions (as of Jan. 31, 2010): Arkansas, California, Connecticut, D.C., Delaware, Georgia, Iowa, Idaho, Illinois, Indiana, Kansas, Kentucky, Maryland, Massachusetts, Michigan, Minnesota, Missouri, North Carolina, North Dakota, New Hampshire, New Jersey, New Mexico, New York, Ohio, Oklahoma, Pennsylvania, Rhode Island, South Carolina, Tennessee, Texas, Vermont, Virginia, Washington, Wisconsin and West Virginia.



Mega Millions jackpot winners have 60 days from the winning draw date to declare if they want to take their payments in cash, which is approximately half of the estimated jackpot, or if they would like to take their prize as an annuity in 26 equal payments over 25 years.

Megaplier®

Mega Millions offers an optional multiplier feature called the Megaplier. For an extra \$1 per play, players can increase non-jackpot prize winnings by two, three or four times the regular amount.

To play, mark the “Yes” box under Megaplier to select this feature for all playboards on the playslip.

The Megaplier number will be chosen from a field of 21 numbers, according to the following frequency: 12 “4s,” 7 “3s” and two “2s.”

Players who select the Megaplier feature will be able to win \$4 to \$1 million depending on the number of balls matched and the Megaplier number drawn.

Mega Millions®

How to play:

Pick five numbers between 1 and 56 and one number between 1 and 46 ("Megaball®"), or select Quick Pick and the computer will randomly generate six numbers for you.

Prize levels and chances:

Match	Win	Chances Are 1 In	<i>Prize Payouts with Megaplier® when Megaplier® number is</i>		
			2	3	4
5 white-balls & Megaball®	Jackpot	175,711,536			
5 white-balls	\$250,000	3,904,701	\$500,000	\$750,000	\$1,000,000
4 white-balls & Megaball®	\$10,000	689,065	\$20,000	\$30,000	\$40,000
4 white-balls	\$150	15,313	\$300	\$450	\$600
3 white-balls & Megaball®	\$150	13,781	\$300	\$450	\$600
2 white-balls & Megaball®	\$10	844	\$20	\$30	\$40
3 white-balls	\$7	306	\$14	\$21	\$28
1 white-ball & Megaball®	\$3	141	\$6	\$9	\$12
0 white-balls & Megaball®	\$2	75	\$4	\$6	\$8

Overall chances:

1 in 39.89

Cost:

One play (combination) for \$1, or \$2 for one play including the Megaplier

Day and time the draw is aired:

10 p.m. Tuesday and Friday

No ticket sales between:

8:59-10 p.m. Tuesday and Friday, and 2-5 a.m. every day

Advanced (multi-draw) play:

15 consecutive draws

Average winners per draw:

(No data at time of publication)

Percent of sales using Quick Pick:

(No data at time of publication)

Largest jackpot won:

\$390 million on March 6, 2007; two tickets sold in Georgia and New Jersey

Missouri Lotto is an in-state Numbers Game that offers players a chance to win a life-changing prize. Jackpots start at a minimum of \$1 million and have reached as high as \$19 million.

Lotto winners have 60 days after the drawing to decide if they would like to receive the prize in one payment (cash option) or spread over 25 annual payments (annuity option).



How to play:

Pick two sets of six numbers between 1 and 44; or select Quick Pick and the computer will randomly generate two sets of six numbers.

Prize levels and chances:

Match	Win	Chances Are 1 In
6 numbers	Jackpot	3,529,526
5 number	Avg. \$715	15,480
4 numbers	Avg. \$29	335
3 numbers	Free ticket	21

Overall chances of winning:

1 in 20

Cost:

2 plays (combinations) for \$1

Day and time of the draw:

After the game closes at 6:45 p.m., Wednesday and Saturday

No ticket sales between:

6:45-6:59 p.m. Wednesday and Saturday, and 2-5 a.m. every day

Multi-draw play:

15 consecutive draws

Average jackpot amount won:

\$3.1 million

Average winners per draw:

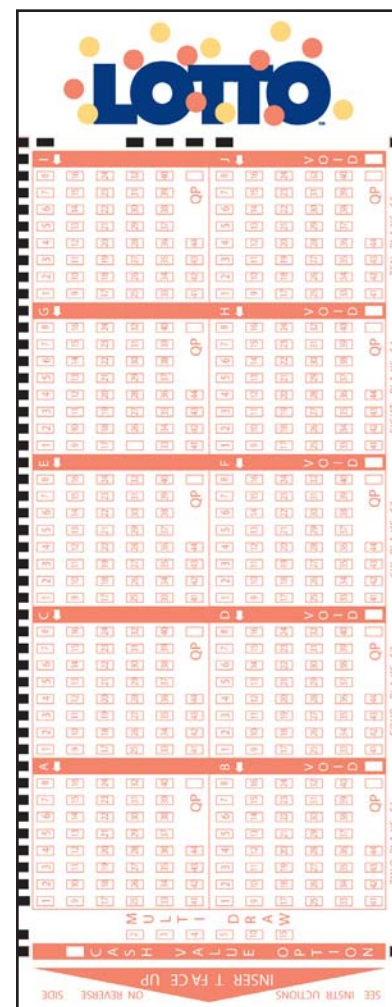
14,355

Percent of sales using Quick Pick:

90.83

Total Lotto jackpot winners:

195 (as of Dec. 16, 2009)



Show Me Cash

Show Me Cash is a daily cash Numbers Game that offers players a chance to win a jackpot that starts at \$50,000 and rolls until someone wins it.



How to play:

Pick five numbers between 1 and 39, or select Quick Pick, and the computer will randomly generate five numbers for you.

Prize levels and chances:

Match	Chances	Prize
5 of 5 numbers	1 : 575,757	Jackpot - minimum of \$50,000
4 of 5 numbers	1 : 3,386.8	\$250
3 of 5 numbers	1 : 102.6	\$10
2 of 5 numbers	1 : 9.6	\$1

Overall chances of winning:

1 in 8.77

Cost:

1 play (combination) for \$1

Day and time of the draw:

6:45 p.m. daily

No ticket sales between:

6:45-6:59 p.m. and 2-5 a.m. daily

Multi-draw play:

14 consecutive draws

Top-prize winners (Sept. 21 - Dec. 29, 2009):

67

Average daily winners:

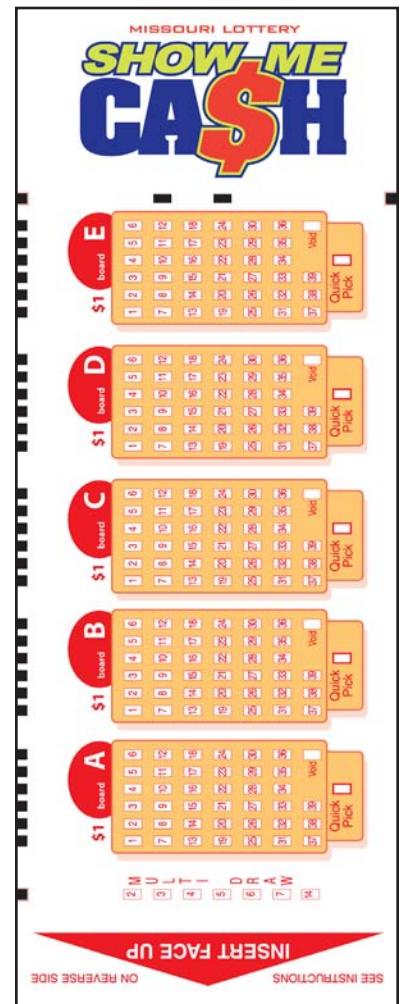
5,703

Average jackpot amount won:

\$142,862

Percentage of Quick Pick sales:

81.06



Pick 3

Pick 3 is a twice-daily cash Numbers Game that offers players a chance to win up to \$600.



How to play:

Pick three numbers between 0 and 9, or select Quick Pick, and the computer will randomly generate three numbers for you.

Prize levels and chances:

(see next page)

Cost:

50 cents or \$1

Day and time of the draw:

After the game closes at 12:45 p.m. and 6:45 p.m. daily

No ticket sales between:

12:45-12:59 p.m., 6:45-6:59 p.m., and 2-5 a.m. daily

Multi-draw play:

14 consecutive draws

Average daily Pick 3 winners:

502

Percent of Quick Pick sales:

15.59

Pick 3

Pick 3 Play Combinations, Payouts and Chances

Type of play	To win, match your 3 #'s in	Example number	You win if any of these combinations are drawn	Payout on a \$1 play	Chances
• \$1 Straight	Exact order	529	529	\$600	1 in 1,000
• \$1 Box					
6-way (with 3 different digits)	Any order	529	529, 592, 952, 925, 259, 295	\$100	1 in 167
3-way (with 2 identical digits)	Any order	599	599, 959, 995	\$200	1 in 333
• \$1 Straight /Box (50/50 cents)					
6-way	Exact order <i>or</i> Any order (with 3 different digits)	529	529 <i>or</i> 592, 952, 925, 259, 295	\$350 <i>or</i> \$50	1 in 1,000 1 in 167
3-way	Exact order <i>or</i> Any order (with 2 identical digits)	599	599 <i>or</i> 959, 995	\$400 <i>or</i> \$100	1 in 1,000 1 in 333
• \$1 Front Pair	Exact order (of the first 2 digits only)	52	Any 3-digit number beginning with 52	\$60	1 in 100
• \$1 Back Pair	Exact order (of the last 2 digits only)	29	Any 3-digit number ending with 29	\$60	1 in 100
• Combo*					
\$6 6-way	Any order (with 3 different digits)	529	529, 592, 952, 925, 259, 295	\$600	1 in 167
\$3 3-way	Any order (with 2 identical digits)	599	599, 959, 995	\$600	1 in 333

* This wager provides the player all possible combinations of the three numbers chosen for an exact-order win.

Pick 4

Pick 4 is a twice-daily cash Numbers Game that offers players a chance to win up to \$6,000.



How to play:

Pick four numbers between 0 and 9, or select Quick Pick, and the computer will randomly generate four numbers for you.

Prize levels and chances:

(see next page)

Cost:

50 cents or \$1

Day and time of the draw:

After the game closes at 12:45 p.m. and 6:45 p.m. daily

No ticket sales between:

12:45-12:59 p.m., 6:45-6:59 p.m. and 2-5 a.m. daily

Multi-draw play:

14 consecutive draws

Average daily Pick 4 winners:

72

Percent of Quick Pick sales:

12.94

Pick 4

Pick 4 Play Combinations, Payouts and Chances

Type of play	To win, match your 4 #'s in	Payout on a \$1 play	Chances
• \$1 Straight	Exact order	\$6,000	1 in 10,000
• \$1 Box	4-way (# has 3 same digits) Any order	\$1,500	1 in 2,500
	6-way (# has 2 pair same digits) Any order	\$1,000	1 in 1,666.67
	12-way (# has 2 same digits) Any order	\$500	1 in 833.33
	24-way (# has 4 different digits) Any order	\$250	1 in 416.67
• \$1 Straight /Box (50/50 cents)	4-way (# has same 3 digits) Exact order or any order	\$3,750 or \$750	1 in 10,000 or 1 in 2,500
	6-way (# has 2 pair same digits) Exact order or any order	\$3,500 or \$500	1 in 10,000 or 1 in 1,666.67
	12-way (# has same 2 digits) Exact order or any order	\$3,250 or \$250	1 in 10,000 or 1 in 833.33
	24-way (# has 4 different digits) Exact order or any order	\$3,125 or \$125	1 in 10,000 or 1 in 416.67
• Front Pair	Exact order (first 2 digits only)	\$60	1 in 100
• Back Pair	Exact order (last 2 digits only)	\$60	1 in 100
• Middle Pair	Exact order (middle 2 digits only)	\$60	1 in 100
• Front 3	Exact order (first 3 digits only)	\$600	1 in 1,000
• Back 3	Exact order (last 3 digits only)	\$600	1 in 1,000
• Combo	This wager provides the player all possible combinations of the 4 #'s chosen for an exact order win.	\$6,000	Chances depend on numbers selected.

Club Keno

Club Keno is a daily Numbers Game that provides drawings every five minutes and gives players a chance to win up to \$100,000 per \$1 ticket. The game is offered in nearly 1,000 age-controlled environments throughout Missouri. The drawings are shown on television monitors (video only; no audio) at the retail location.

Bulls-Eye Feature

The Bulls-Eye feature gives Club Keno players more ways to win prizes: win by matching the Club Keno numbers, win even more by matching the Club Keno numbers and the Bulls-Eye number and win by matching just the Bulls-Eye itself!

To play Club Keno using the Bulls-Eye feature, players make their regular Club Keno play and select "Bulls-Eye." The total cost of your transaction will be double, meaning the Bulls-Eye wager will always match the amount of your Club Keno wager.

Then watch the drawing; if you match the red Bulls-Eye number and/or other Club Keno numbers, you'll win in some cases more than six times more than without the feature. Club Keno players who use Bulls-Eye could win as little as \$5 for matching just the Bulls-Eye number and as much as \$300,000 by matching all 10 numbers, including the Bulls-Eye number, in a 10-spot \$1 game. (See prize graph on page 23.)

Multiplier Feature

For an extra \$1 per \$1 play, the Club Keno Multiplier provides players with the option to multiply their winnings up to 10 times on all Club Keno base prizes. Players can win 1, 2, 3, 4, 5 or 10 times their base prize amount. Prior to each five-minute Club Keno drawing, a wheel will be spun to determine the Multiplier number. Prizes for those who chose Multiplier will be multiplied times that number, and players could win up to \$1 million!

Progressive Jackpot

Club Keno players who play the six-, seven- and eight-spot games have the added bonus of a progressive jackpot. Not only can the player win the usual prize, but he or she could also win a share of a progressive jackpot. If the progressive jackpot is not won in a drawing, it will continue to grow until it is won.



BULLS-EYE BULLS-EYE

1 How many spots (numbers) do you want to play?
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10

2 Pick your own numbers or choose the QUICK PICK option.

1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30
31	32	33	34	35	36	37	38	39	40
41	42	43	44	45	46	47	48	49	50
51	52	53	54	55	56	57	58	59	60
61	62	63	64	65	66	67	68	69	70
71	72	73	74	75	76	77	78	79	80

3 How many consecutive draws do you want to play?
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 10 ☐ 20

4 How much do you want to play per draw?
☐ \$1 ☐ \$2 ☐ \$3 ☐ \$4 ☐ \$5 ☐ \$10 ☐ \$20
Your total ticket cost will be the number of draws multiplied by the dollar amount played.

Do you want Bulls-Eye?

YES ☐ ← mark box

Play Bulls-Eye for bigger prizes & more ways to win.
If you played Bulls-Eye, the total wager amount marked will double.

INSERT FACE UP
 ON REVERSE SIDE
 SEE INSTRUCTIONS

MULTIPLIER MULTIPLIER

3 How many consecutive draws do you want to play?
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 10 ☐ 20

4 How much do you want to play per draw?
☐ \$1 ☐ \$2 ☐ \$3 ☐ \$4 ☐ \$5 ☐ \$10 ☐ \$20

5 Do you want to play Multiplier?
 YES ☐ mark box
If you play Multiplier, the total wager amount marked will double.

1 How many spots do you want to play?
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☐ 10

2 Pick your numbers or select Quick Pick.

If you are playing the 6, 7 or 8 spot, you are automatically playing the Jackpot Bonus for that spot.
See instructions on back.

Insert game slip this direction.

QUICK PICK

1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30
31	32	33	34	35	36	37	38	39	40
41	42	43	44	45	46	47	48	49	50
51	52	53	54	55	56	57	58	59	60
61	62	63	64	65	66	67	68	69	70
71	72	73	74	75	76	77	78	79	80

Club Keno

How to play:	Using a Club Keno playslip, select how many spots you want to play between 1 and 10. Then pick numbers (spots) from 1 to 80, or choose Quick Pick. Select the number of consecutive games you wish to play and how much you want to play per draw. Decide if you want to use the Bulls-Eye feature. Decide if you want to use the multiplier feature.
Prize levels and chances:	(see page 23)
Cost:	Players can purchase tickets for \$1, \$2, \$3, \$4, \$5, \$10 or \$20.
Day and time the game is aired:	Daily, every five minutes from 5 a.m. to 1:50 a.m.
No ticket sales between:	2-5 a.m. daily
Multi-draw play:	Players can play up to 20 consecutive games on a single ticket.
Average daily Club Keno winners:	8,909
Percent of sales using Quick Pick:	33.54

Club Keno

Club Keno Play Combinations, Payouts and Chances

If You Match	10-Spot	9-Spot	8-Spot	7-Spot	6-Spot	5-Spot	4-Spot	3-Spot	2-Spot	1-Spot
10-no Bulls-Eye Match	\$100,000									
10-with Bulls-Eye Match	\$300,000									
9-no Bulls-Eye Match	\$5,000	\$30,000								
9-with Bulls-Eye Match	\$25,000	\$80,000								
8-no Bulls-Eye Match	\$300	\$3,000	\$10,000							
8-with Bulls-Eye Match	\$1,300	\$8,000	\$50,000							
7-no Bulls-Eye Match	\$45	\$125	\$550	\$5,000						
7-with Bulls-Eye Match	\$145	\$525	\$1,800	\$12,500						
6-no Bulls-Eye Match	\$10	\$20	\$75	\$100	\$1,000					
6-with Bulls-Eye Match	\$35	\$60	\$200	\$500	\$3,500					
5-no Bulls-Eye Match	\$2	\$5	\$6	\$15	\$55	\$300				
5-with Bulls-Eye Match	\$7	\$15	\$26	\$75	\$155	\$900				
4-no Bulls-Eye Match		\$1	\$2	\$2	\$6	\$20	\$55			
4-with Bulls-Eye Match	\$3	\$6	\$7	\$12	\$31	\$80	\$295			
3-no Bulls-Eye Match				\$1	\$1	\$2	\$5	\$23		
3-with Bulls-Eye Match	\$2	\$2	\$2	\$4	\$6	\$12	\$25	\$123		
2-no Bulls-Eye Match							\$1	\$2	\$10	
2-with Bulls-Eye Match	\$2	\$2	\$2	\$2	\$3	\$4	\$11	\$17	\$62	
1-no Bulls-Eye Match										\$2
1-with Bulls-Eye Match	\$5	\$5	\$5	\$5	\$5	\$5	\$5	\$8	\$15	\$50
0	\$5									
Overall Chances Of Winning A Prize										
Keno	1 in 9.05	1 in 6.53	1 in 9.77	1 in 4.23	1 in 6.19	1 in 10.34	1 in 3.86	1 in 6.55	1 in 16.63	1 in 4.00
Bulls-Eye	1 in 8.00	1 in 8.89	1 in 10.00	1 in 11.43	1 in 13.33	1 in 16.00	1 in 20.00	1 in 26.67	1 in 40.00	1 in 80.00

Payouts listed above are based on a \$1 wager for Club Keno and \$1 wager for Bulls-Eye (= one play). The number of plays times the prize equals the total payout per draw.

Lucky Dough

Lucky Dough is a daily Numbers Game that provides drawings every five minutes and gives players a chance to win jackpots that average \$50,000 with the potential to grow to more than \$200,000.

The game, which is played similar to tic-tac-toe, is offered in nearly 1,000 social age-controlled environments throughout Missouri. The drawings are shown on television monitors (video only; no audio) at the retail location.

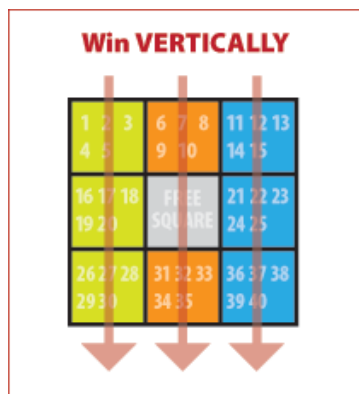


How to play:

- First - Using a playslip, select how much you want to play per drawing. Lucky Dough can be played for \$1, \$2, \$3, \$4, \$5, \$10 or \$20 per drawing.
- Second – Select the number of consecutive games you wish to play – 1, 2, 3, 4, 5, 10 or 20.
- Third – Pick one number per square in each of the eight square to complete the playslip. Or, mark Quick Pick and the terminal will select the numbers randomly.

How to win:

Winning is based on matching numbers in each individual square to produce one or more “Lines,” either vertically, horizontally or diagonally. The more lines you match, the more you win.



LUCKY DOUGH
MISSOURI LOTTERY

How much do you want to play per draw?

\$1 \$2 \$3 \$4 \$5 \$10 \$20 MARK ONE: ☒

How many consecutive draws do you want to play?

Multiply number of consecutive games by dollars played per game for total wager.

1 2 3 4 5 10 20 MARK ONE: ☒

Pick one number in each square for a total of eight numbers per draw.

Or play Quick Pick. → QUICK PICK ☐

1	2	3	6	7	8	11	12	13
4	5		9	10		14	15	
16	17	18	FREE			21	22	23
19	20	SQUARE				24	25	
26	27	28	31	32	33	36	37	38
29	30		34	35		39	40	

Lucky Dough

Prize levels and chances:	Lines Matched	Chances	Prize
	8 or 7	1 : 390,625	\$10,000 starting jackpot*
	6	1 : 24,414	\$200
	5	1 : 8,138	\$100
	4	1 : 2,035	\$50
	3	1 : 313	\$15
	2	1 : 59	\$5
	1	1 : 7	\$2

Overall chances of winning: 1 in 6.01

Cost: \$1, \$2, \$3, \$4, \$5, \$10 or \$20

Day and time of the draw: Daily, every five minutes from 5 a.m. to 1:50 a.m.

No ticket sales between: 2-5 a.m. daily

Multi-draw play: Players can play up to 20 consecutive times on a single ticket.

Average daily Lucky Dough winners: 611

Percent of sales using Quick Pick: 59.65

* The top prize in Lucky Dough contains a base jackpot prize and a pari-mutuel rolling jackpot prize. If you match 7 or 8 lines, you will automatically win both the base prize (\$10,000) and the rolling jackpot prize. If more than one player matches 7 or 8 lines on a \$1 play, each player will receive \$10,000 plus they will equally split the rolling jackpot prize. Also, if there are multiple winners of the top prize, those winners will receive a cash payment equal to their share of the estimated rolling jackpot prize.

Numbers, Prizes, Drawings



How to Claim Cash Prizes

How To Claim Cash Prizes

Missouri Lottery retailers may be able to redeem prizes up to \$600. Players can also redeem prizes through the mail or at any of the Missouri Lottery's four offices. (See page 6 for office addresses.) Addresses and maps for each office also are available on the Lottery's Web site, Molottery.com. Office maps are also found in the Reference Section in the back of this publication.

If your prize is more than \$600, your winning ticket must be accompanied by a completed claim form, which is available at Lottery retailers, Lottery offices and on the Web site at Molottery.com. Winning tickets must have a name, address, telephone number and signature to be redeemed.

Mail winning tickets to:

Missouri Lottery
Ticket Redemption
P.O. Box 7777
Jefferson City, MO 65102-7777

Players have exactly 180 days from a Scratchers game's official end date to claim a prize or exactly 180 days from a Numbers Game drawing to claim a prize. Official game end dates can be found at Molottery.com.

Taxes

The Lottery withholds 4 percent Missouri state taxes on prizes of more than \$600 and an additional 25 percent federal tax for prizes more than \$5,000. Depending on a player's income situation, he or she may owe additional taxes or may receive a refund. The Lottery will mail a W-2G form to winners of \$600 or more in January of the following year.

How To Find Winning Numbers

How To Find Winning Numbers

There are many ways players can find both past and recent winning Missouri Lottery numbers:

- Run the ticket through a Check-A-Ticket machine at a Missouri Lottery retail location;
- Ask the retailer for a Winning Numbers Report (retailers have access to numbers up to at least 365 days);
- Check the Lottery's Web site at Molottery.com;
- Call a Missouri Lottery hot line in your area (see Page 6 for telephone numbers);
- Sign up for free e-mail service at Molottery.com to receive the numbers via e-mail each day or on a twice-weekly basis;
- Sign up for free text-messaging at Molottery.com to receive the winning numbers on your wireless device after each drawing;
- Look in local newspapers, TV and radio stations;
- Call a Missouri Lottery office (see Page 6 for Lottery office telephone numbers);
- Call the Missouri Lottery office in Jefferson City to request a historical list.

Missouri Lottery Drawings

Missouri Lottery Drawings

The Lottery's computerized drawing system, which was implemented on July 19, 2004, uses technology to select the numbers for the Numbers Games.

The computerized system, named ODDS (On-line Daily Draw System), is housed in a secure draw room in Jefferson City. These draw computers are not connected to the Internet or any other network source. The room has no other phone or data lines from which to send or receive information.

The system is operated by a Lottery employee draw manager in the presence of an independent auditor. The draw manager conducts pre-tests for all games to ensure the system is working properly. Only then will the drawings take place. The system is designed to permit only one drawing per game per draw date.

Only designated Missouri Lottery drawing personnel and an independent auditor are allowed in the room during a drawing. Every drawing is monitored by special motion-activated video cameras which videotape every action on the draw computer and in the drawing room.

Access to this room is further limited by a keypad that allows only designated draw personnel to enter the room. Furthermore, the PC used to draw the numbers is randomly selected from a field of three before the draw. These PCs also use fingerprint recognition to begin the draw. Consequently, only designated draw personnel will be able to use the drawing PCs. In addition to the motion-activated video cameras in the draw room, all Automated Draw Machines (ADMs) record all of the keystrokes made for each drawing. This room includes large windows on two sides where the public and other Lottery personnel can view the drawings.

There is also a procedure the draw managers use (a seal-like software), which shows that no draws have been conducted since the last draw.

In addition, the Lottery's draw system has undergone numerous independent tests and certifications to guarantee randomness. A statistics professor from the University of Missouri-Columbia and an independent testing lab for gaming regulators certified the Lottery's ODDS software, random-number generator, draw procedures and security of the draw room. In addition to the daily random-number pre-tests conducted by the draw manager and independent auditor, the Lottery's security division also conducts monthly checks on the system to ensure randomness.

The three-dimensional draw show will be broadcast in the evening on participating stations including: KTVI, Fox 2, in St. Louis; WDAF, Fox 4, in Kansas City; and KQFX, Fox 22, in Columbia. Streaming video of the Lottery's Pick 3, Pick 4, Show Me Cash and Lotto drawings can be seen on the Lottery's Web site – Molottery.com.

Drawing times:	Show Me Cash	After the game closes at 6:45 p.m. daily
	Pick 3	After the game closes at 12:45 p.m. and 6:45 p.m. daily
	Pick 4	After the game closes at 12:45 p.m. and 6:45 p.m. daily
	Missouri Lotto	After the game closes at 6:45 p.m. on Wednesday and Saturday
	Powerball	9:57 p.m. Wednesday and Saturday
	Mega Millions	10 p.m. Tuesday and Friday

Winner Information



Winner Information And Remaining Prizes

Winner Information

Think there are never any winners in the Missouri Lottery? Think again! More than 276,795 winners on average win a prize in the Lottery EVERY DAY, totaling more than \$1 million in prizes.

To date, Missouri Lottery players have won more than \$7 *billion* in prizes overall.

In fiscal year 2009, which ran from July 1, 2008, to June 30, 2009, 24 players won life-changing jackpots ranging from \$1 million to \$4.4 million for a total of \$35.8 million in jackpot prizes.

Another 30 players won Match 5 prizes reanging from \$200,000 to \$1 million in Powerball, 1 player won \$50,000 tax-paid playing SHOW ME 5 Paydown, and 43 players won between \$50,000 and \$485,376 playing Show Me Cash.

See Web Site for Lists of Remaining Scratchers Prizes

Scratchers players have an easy way to view and compare remaining prize information for Missouri Lottery Scratchers games at Molottery.com. On one list, players can compare the remaining prizes in the top four prize levels of each game, along with the total cash prizes remaining for that game, with all other games that are currently selling in retail locations. For a more detailed comparison of this information, players also can choose to sort the list by game name, number, starting date or ticket price.

Since as many as 30 to 40 games can be selling at one time, Scratchers players can sort the list by ticket price. Once the page reloads, the list will be reorganized with all the games at that price point for easy comparison.

By clicking on the game names in this list, players are directed to a more detailed page about that specific game. Information on this page includes all prize levels listed for that game and corresponding remaining prize information, total cash prizes won and remaining for that game, how-to-play instructions, a graphic of the game ticket and average chances of winning a prize in that specific game. Prize information is updated daily.

Unclaimed Prizes

Unfortunately, some players don't realize they have won a Missouri Lottery prize – either they threw their ticket away, waited until the redemption deadline lapsed or simply made an error when looking at the ticket. Whatever the reason, approximately 1 percent of the Missouri Lottery's sales will be reflected in unclaimed prizes each year.

Currently, unclaimed prize money is transferred to the Lottery Proceeds Fund to benefit public education. Prior to fiscal year 2001, unclaimed prize money was returned to players as prizes and promotions.

The largest Missouri prize to go unclaimed was a Missouri Lotto prize worth \$1.7 million from the Feb. 20, 1999, drawing. That ticket was sold at Git-N-Go, 2808 S. Campbell in Springfield. In addition, 41 Powerball prizes of \$100,000 and 4 prizes worth \$200,000 have gone unclaimed since the game began in 1992.

For a list of current large prizes that haven't been claimed, visit the Lottery's Web site at Molottery.com.

Millionaire Winner Information

Millionaire Winner Information

Missouri Lottery-made millionaires through Dec. 8, 2009:

286 winning tickets total (one Lotto prize of \$1.7 million went unclaimed)

Jackpots	Game	Total Prizes Awarded
10	Jackpot Wheel Spin	\$31,625,514.00
195	Lotto	\$608,233,766.06
7	Lotto America	\$55,400,000.00 (multi-state game)
3	Megabucks	\$34,782,905 (multi-state game)
25	Powerball won	\$1,243,754,989.55 (multi-state game)
<i>(35 total winners in multi-state game - \$1,333,937,894.55)</i>		
3	Powerball Match 5 \$1,000,000 winners	\$3,000,000.00
1	Daily Millions	\$1,000,000.00
2	Million-Dollar Raffle	\$2,000,000.00
3	"Set For Life" instant game	\$3,120,000.00
2	"Lucky For Life" instant game	\$2,080,000.00
1	"Weekly Bonus" instant game	\$1,040,000.00
9	"\$100 Million Cash Spectacular" instant game	\$9,000,000.00
8	"Lifetime Riches" instant game	\$10,250,000.00*
5	"100 Million Dollar Blockbuster" instant game	\$5,000,000.00
10	"4 Million Dollar Cash Bonanza" instant game	\$15,000,000.00 (8 - \$1,000,000; 2 - \$4,000,000)
2	"\$200,000 A Year For Life" instant game	\$8,000,000.00
1	"Mega MONOPOLY™" instant game	\$2,000,000.00
<i>(41 instant game winners - \$55,490,000 total)</i>		
287		\$2,033,287,174.61

* the annual payment amount times the number of guaranteed years of payments

Missouri's Top Five Jackpot Winners

- The Wilson Family**
St. Louis
\$254 million (\$120.5 million cash)
Jan. 24, 2007
Powerball
- Lucky 13 State Workers**
Florissant
\$224.2 million (\$102.9 million cash)
April 12, 2006
Powerball
- Bill & Claudia Walkenbach**
Hermann
\$130.6 million (\$73.6 million cash)
July 9, 2003
Powerball
- Jerry Sue Huellewig**
St. Charles
\$69 million
Nov. 25, 1995
Powerball
- Robert & Linda Burns**
Centerview
\$61.9 million (\$33.3 million cash)
May 30, 2001
Powerball

Miscellaneous Jackpot Winner Information

Miscellaneous Jackpot Winner Information

Through Dec. 8, 2009, a total of 287 tickets worth \$1 million or more have been sold in Missouri through both Numbers and Scratchers games. Jackpot winners have 60 days after a jackpot is won in Lotto and Powerball to decide if they would prefer the jackpot in one lump-sum payment or in annual payments. Annual payments for Lotto are made over 25 years, and annual payments for Powerball are made through 30 graduated payments (29 years).

First Lottery Millionaire

Johnnie Magerl (*now deceased*)
Kansas City, Kan.
Feb. 13, 1986
\$2,116,504
Jackpot Wheel Spin

Largest Lottery Prize

The Wilson Family
St. Louis
Jan. 24, 2007
\$254 million
Powerball

Oldest Missouri Lottery Millionaire When Won

Omer Williamson (*now deceased*)
Fulton
Age 85 years, 187 days old when he won on Jan. 4, 1992
\$3.5 million
Missouri Lotto

Youngest Missouri Lottery Millionaire When Won

Justin Glidewell
Jefferson City
Age 18 when he won in December 2006
\$50,000 a year for life (guaranteed \$1.5 million)
“Lifetime Riches” Scratchers game

Winner To Go Longest Before Claiming

Nine Months And 11 Days
Gwendolyn Rackley
Kansas City
Aug. 1, 1998
\$1.3 million (*\$650,000 cash*)
Missouri Lotto

Jackpot Shared With Most People

44 Co-Workers
Independence Power & Light department
May 23, 1998
\$10 million (*\$5.4 million cash*)
Powerball

Largest Jackpot Wheel Spin

\$8.1 Million
Jean Winters
St. Louis
March 12, 1987

Miscellaneous Jackpot Winner Information

Largest Lotto Jackpot Won

\$19 Million (\$9.5 million cash)
Phillip & Margaret McClurg
 St. Louis
 June 10, 2000

Largest Powerball Prize Won In Missouri

\$254 Million
The Wilson Family
 St. Louis
 Jan. 24, 2007

First Lotto Winner

Ronald & Mary Ann Brinker
 Pacific
 Oct. 18, 1986
 \$1,136,003

First Powerball Jackpot Won In Missouri

Ruth House
 St. Ann
 Dec. 23, 1992
 \$5.2 million

Jackpot Tickets That Expired - 1

\$1.7 Million Lotto
 For Feb. 20, 1999, drawing
 Sold at Git-N-Go
 2808 S. Campbell in Springfield

The Typical Missouri Lottery Player:

- is a white female between the ages of 25 and 54;
- employed with a household income between \$25,000 and \$60,000;
- is a high school graduate with some additional education;
- is married;
- is employed.

Top five jackpots offered in United States (in millions)

1. Mega Millions (Ga. and N.J.)	2 tickets - \$390	March 6, 2007
2. Powerball (Neb.)	1 ticket - \$365	Feb. 18, 2006
3. The Big Game* (Ill. and Mich.)	2 tickets - \$363	May 9, 2000
4. Powerball (Ore.)	1 ticket - \$340	Oct. 19, 2005
5. Mega Millions (Calif. and N.Y.)	2 tickets - \$336	Aug. 28, 2009

* Game name prior to Mega Millions

Retailer Information



Retailer Information

Retailer Information

There are approximately 5,000 retailers currently licensed to sell Missouri Lottery products across the state. Lottery retailers have earned more than \$740 million in commissions, incentives and bonuses since Lottery sales began in 1986.

How Retailers Benefit

- Lottery retailers who sell Numbers Games and Scratchers tickets earn 5 cents for every \$1 in products they sell;
- Lottery retailers can receive a bonus equal to 2 percent of the total amount of the prize up to \$600 that they redeem if they meet certain game and sales criteria;
- Lottery retailers also receive a bonus equal to 1 percent of the advertised jackpot for selling a winning Lotto jackpot ticket;
- Lottery retailers receive a \$50,000 bonus for selling a winning Powerball jackpot and a bonus equal to 1 percent of the prize for selling a winning Powerball ticket that matches all five white balls;
- Lottery retailers receive a \$50,000 bonus for selling a winning Mega Millions jackpot and a bonus equal to 1 percent of the prize for selling a winning Mega Millions ticket that matches all five white balls;
- Lottery retailers who sell a winning Show Me Cash ticket receive a bonus equal to 1 percent of the jackpot;
- Lottery retailers who sell a winning Club Keno or Lucky Dough ticket of \$10,000 or more receive a selling bonus equal to 1 percent of the prize;
- Lottery retailers can participate in Lottery sales contests that offer cash, trips and merchandise prizes;
- Lottery retailers receive continuous support with in-store visits from sales representatives and weekly or bi-weekly calls.

How You Can Become A Missouri Lottery Retailer

To become a Missouri Lottery retailer, call the Lottery regional office nearest you (see page 6). You will need to complete paperwork and meet criteria to qualify as a Missouri Lottery retailer. The following criteria must be met:

- Must have a Missouri sales tax license;
- Must not be in business solely to sell Missouri Lottery tickets;
- Must not have any felony convictions or any convictions involving bookmaking, illegal gambling, fraud or misrepresentation;
- Must not be delinquent in the payment of any debt to the state of Missouri;
- Must fill out an application with the Missouri Lottery;
- Must post either a \$10,000 (instant only) or \$20,000 (on-line/instant) Surety bond from an insurance company licensed to do business in Missouri or pay a \$50 bond to the Lottery upon licensing for the first year's coverage (the bond must be renewed on a yearly basis);
- Scratchers and Numbers Game retailers must agree to electronic funds transfers (EFTs) for bond fees and ticket invoices.

In most cases, once an application is received by Lottery Retail Operations and no problems are encountered during processing, a retailer can be licensed and ready for ticket orders within seven to 14 working days.

Under the Code of State Regulations, Division 40 Missouri Lottery, Chapter 40, Retail Sales Licenses 12 CSR 40-40.090 Eligibility for Licenses, those who meet the following criteria are not eligible to sell Missouri Lottery tickets:

- Has been convicted of a felony;
- Is or has been a professional gambler or gambling promoter;
- Has been convicted of bookmaking or any other form of illegal gambling;
- Has been convicted of a crime involving fraud or misrepresentation;
- Has purchased a federal tax stamp for wagering or gambling activity;
- Has been convicted of or pleaded nolo contendere to any illegal gambling activity;
- Has had a retail license to sell lottery tickets revoked by the commission;

Retailer Information

- Is an employee of the commission or a spouse, child, brother, sister or parent of an employee of the commission or a commissioner;
- Is under the age of 21;
- Is a lottery contractor or a lottery vendor or has a direct interest in any lottery contractor or lottery vendor. For purpose of this subsection a direct interest shall mean a 10 percent or greater interest by shares or percentage of partnership in any lottery contractor or vendor; and
- Owes any debt to the state of Missouri. For purposes of this subsection, the state of Missouri shall not include any city or county.

Under the regulation, a person is defined as any natural person, firm, corporation, or other legal entity possessing a Department of Revenue retail sales tax license, as provided by law. For purposes of licensing, “person” refers to the principal owner of a sole proprietorship, principal partner(s) of a partnership, manager of the lottery account within a corporation, and top two officers of a non-profit organization.

Sales & Proceeds



Missouri Lottery Sales History

Missouri Lottery Sales History

FY09	\$968,451,895	
FY08	\$995,492,888	
FY07	\$934,270,658	
FY06	\$913,518,251	
FY05	\$785,597,632	
FY04	\$791,154,358	
FY03	\$708,047,512	
FY02	\$585,189,254	
FY01	\$508,301,104	
FY00	507,845,586	
FY99	\$513,251,456	
FY98	\$494,298,761	
FY97	\$439,592,300	
FY96	\$422,530,945	
FY95	\$411,664,824	
FY94	\$350,518,546	
FY93	\$256,675,345	
FY92	\$220,359,753	
FY91	\$216,240,866	
FY90	\$223,367,147	
FY89	\$199,202,382	
FY88	\$147,761,618	
FY87	\$174,081,815	
FY86	\$206,990,610	

Total sales through FY09:
\$11,974,405,542

Missouri Lottery Proceeds History

Missouri Lottery Proceeds History

FY09	\$259,006,283*	
FY08	\$265,051,179*	
FY07	\$259,737,970*	
FY06	\$260,300,831*	
FY05	\$218,285,010*	
FY04	\$230,318,233*	
FY03	\$193,940,550*	
FY02	\$160,092,441*	
FY01	\$156,918,454*	
FY00	\$155,819,955*	
FY99	\$150,578,471*	
FY98	\$147,134,560*	
FY97	\$134,201,860*	
FY96	\$132,311,303*	
FY95	\$125,169,977*	
FY94	\$110,573,071*	
FY93	\$72,129,289	
FY92	\$66,082,246	
FY91	\$76,179,083	
FY90	\$75,000,000	
FY89	\$93,102,306	
FY88	\$80,047,009	
FY87	\$80,000,100	

Total proceeds through FY09:

\$3,501,980,182

* All proceeds to public education. All other years' proceeds went to the General Revenue Fund.

Historical Sales By Product

FY09	Lotto	\$ 28,116,282
	Pick 3	\$ 67,665,040
	Pick 4	\$ 26,434,016
	Powerball	\$ 120,677,712
	Show Me Cash	\$ 22,168,807
	Club Keno	\$ 57,378,494
	Lucky Dough	\$ 1,256,408
	Raffle	\$ 1,717,410
		\$ 325,414,169
FY08	Lotto	\$ 29,955,387
	Pick 3	\$ 68,680,133
	Pick 4	\$ 25,751,837
	Powerball	\$ 138,393,572
	SHOW ME 5 Paydown	\$ 18,836,176
	Club Keno	\$ 57,753,303
	Million-Dollar Raffle	\$ 2,500,000
		\$ 341,870,408
FY07	Lotto	\$ 33,955,803
	Pick 3	\$ 65,091,442
	Pick 4	\$ 24,015,250
	Powerball	\$ 130,795,800
	SHOW ME 5 Paydown	\$ 19,684,271
	Club Keno	\$ 53,273,105
		\$ 326,815,671
FY06	Lotto	\$ 35,062,426
	Pick 3	\$ 62,274,077
	Pick 4	\$ 22,605,473
	Powerball	\$ 151,772,839
	SHOW ME 5 Paydown	\$ 20,861,442
	Club Keno	\$ 49,948,394
	Dream Draw Raffle	\$ 877,591
		\$ 343,402,242
FY05	Lotto	\$ 30,311,403
	Pick 3	\$ 60,558,754
	Pick 4	\$ 21,338,535
	Powerball	\$ 114,485,380
	SHOW ME 5 Paydown	\$ 23,056,447
	Club Keno	\$ 47,616,083
	Xtra (part.)	\$ 173,848
		\$ 297,540,450
FY04	Lotto	\$ 35,015,934
	Pick 3	\$ 53,946,082
	Pick 4	\$ 18,436,614
	Powerball	\$ 147,232,847
	SHOW ME 5 Paydown	\$ 32,683,662
	Club Keno	\$ 51,531,568
	Xtra	\$ 4,014,945
		\$ 334,515,765
FY03	Lotto	\$ 28,736,839
	Pick 3	\$ 53,569,248
	Pick 4	\$ 16,157,969
	Powerball	\$ 125,324,451
	SHOW ME 5 Paydown	\$ 22,665,639
	Club Keno	\$ 42,570,878
		\$ 289,025,024
FY02	Lotto	\$ 27,030,491
	Pick 3	\$ 51,785,842
	Pick 4	\$ 15,292,249
	Powerball	\$ 121,474,897
	SHOW ME 5 Paydown	\$ 22,714,933
	Club Keno	\$ 3,124,386
		\$ 241,422,798

FY01	Lotto	\$ 28,459,170
	Pick 3	\$ 46,539,183
	Pick 4	\$ 12,864,736
	Powerball	\$ 97,920,328
	SHOW ME 5 Paydown	\$ 23,280,662
		\$ 209,064,079
FY00	Lotto	\$ 35,292,475
	Pick 3	\$ 42,368,038
	Pick 4	\$ 10,549,806
	Powerball	\$ 99,966,448
	SHOW ME 5	\$ 21,923,806
	Triple Play	\$ 2,336,614
		\$ 212,437,187
FY99	Lotto	\$ 24,981,515
	Pick 3	\$ 45,622,562
	Pick 4	\$ 8,759,037
	Powerball	\$ 132,599,484
	SHOW ME 5	\$ 23,537,442
		\$ 235,500,040
FY98	Lotto	\$ 27,875,180
	Pick 3	\$ 49,711,706
	Powerball	\$ 101,082,612
	SHOW ME 5	\$ 23,666,577
	Daily Millions	\$ 5,180,039
		\$ 207,516,114
FY97	Lotto	\$ 31,892,109
	Pick 3	\$ 48,362,345
	Powerball	\$ 76,145,527
	SHOW ME 5	\$ 22,783,598
	Daily Millions	\$ 9,573,752
		\$ 188,757,331
FY96	Lotto	\$ 32,683,662
	Pick 3	\$ 46,609,753
	Powerball	\$ 89,376,918
	SHOW ME 5	\$ 25,534,373
		\$ 194,204,706
FY95	Lotto	\$ 33,520,409
	Pick 3	\$ 40,050,873
	Powerball	\$ 106,848,256
	SHOW ME 5/SuperCash	\$ 19,816,513
		\$ 200,236,051
FY94	Lotto	\$ 30,570,254
	Pick 3	\$ 37,635,504
	Powerball	\$ 88,045,819
	SuperCash	\$ 15,015,899
		\$ 171,267,476
FY93	Lotto	\$ 32,462,902
	Pick 3	\$ 33,634,482
	Powerball	\$ 47,405,923
	SuperCash	\$ 17,714,452
		\$ 131,217,759
FY92	Lotto	\$ 43,011,602
	Pick 3	\$ 29,042,335
	Megabucks/Powerball	\$ 31,475,374
	SuperCash	\$ 13,054,364
		\$ 116,583,675
FY91	Lotto	\$ 41,107,439
	Pick 3	\$ 23,897,703
	Megabucks	\$ 34,702,422
		\$ 99,707,564

Historical Sales By Product

FY90	Lotto	\$ 49,079,208
	Pick 3	\$ 19,966,018
	Lotto America	\$ 38,007,956
		<u>\$ 107,053,182</u>
FY89	Lotto	\$ 50,236,771
	Pick 3	\$ 16,394,269
	Lotto America	\$ 22,816,977
		<u>\$ 89,448,017</u>

FY88	Lotto	\$ 33,999,335
	Pick 3	\$ 11,398,784
	Lotto America	\$ 6,233,738
		<u>\$ 51,631,857</u>
FY87	Lotto	\$ 27,061,533
	Pick 3	\$ 6,011,408
		<u>\$ 33,072,941</u>

Scratchers

FY09	\$ 636,574,616
FY08	\$ 638,533,775
FY07	\$ 590,045,817
FY06	\$ 550,961,109
FY05	\$ 467,326,093
FY04	\$ 434,791,673
FY03	\$ 393,981,254
FY02	\$ 316,397,488
FY01	\$ 272,658,386

FY00	\$ 266,708,105
FY99	\$ 248,510,434
FY98	\$ 257,643,316
FY97	\$ 222,342,990
FY96	\$ 198,735,269
FY95	\$ 183,790,370
FY94	\$ 155,672,822
FY93	\$ 114,692,661

FY92	\$ 97,104,051
FY91	\$ 109,343,213
FY90	\$ 114,533,882
FY89	\$ 109,754,365
FY88	\$ 96,129,761
FY87	\$ 141,008,874
FY86	\$ 206,990,610
	<u>\$ 6,824,230,934</u>

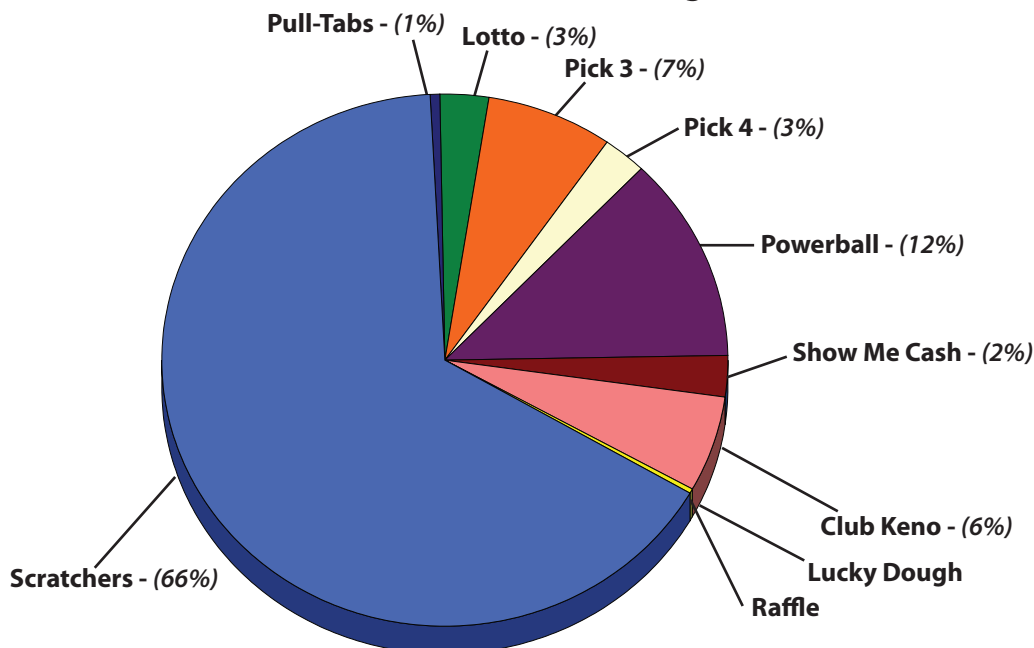
Pull-Tabs

FY09	\$ 6,463,110
FY08	\$ 15,088,705
FY07	\$ 17,409,170
FY06	\$ 19,154,900
FY05	\$ 20,731,089
FY04	\$ 21,846,920
FY03	\$ 25,041,235

FY02	\$ 27,368,968
FY01	\$ 26,578,639
FY00	\$ 28,700,294
FY99	\$ 29,240,982
FY98	\$ 29,139,331
FY97	\$ 28,491,979
FY96	\$ 29,590,970

FY95	\$ 27,638,403
FY94	\$ 23,578,248
FY93	\$ 10,764,925
FY92	\$ 6,672,027
FY91	\$ 7,190,089
FY90	\$ 1,780,083
	<u>\$ 402,470,067</u>

FY09 Product Sales Percentage Breakdown



Where Do Missouri Lottery Proceeds Go?

Where Do Missouri Lottery Proceeds Go?

When the Missouri Lottery first started, all proceeds were transferred to the General Revenue Fund. From January 1986 to July 1993, the Lottery transferred more than a half-billion dollars to the General Revenue Fund for a variety of state programs and services, including public education.

In August 1992, 78 percent of voters approved Amendment 11 earmarking Lottery proceeds solely to benefit public education. Since July 1993, all Lottery proceeds have gone to the Lottery Proceeds Fund for public education in Missouri – more than \$3 *billion* dollars! For a complete breakdown of where the money goes in any specific fiscal year, write to Missouri Lottery headquarters in Jefferson City or visit our Web site at Molottery.com.

During the past fiscal year, the Lottery has provided public education programs in Missouri with more than \$259 million. Though it is a significant amount, it is only approximately 4 percent of public education's annual funding needs. The Lottery shares this funding effort with local, state and federal governments.

During the past 16 years, Missouri Lottery proceeds have gone to programs such as early childhood special education, computer networking, the construction of college and university buildings and educational scholarships. The Missouri Legislature appropriates the revenues to various elementary, secondary and higher education programs each year, and therefore, the programs funded change from year to year.

Approximately 26.3 cents of every dollar spent on the Lottery benefits Missouri's public elementary, secondary and higher education programs. More than 63.7 cents goes back to players as prizes, 3.8 cents is used for administrative costs and 6.2 cents goes to retailers in the form of commissions, incentives and bonuses. In all, more than 96 cents of every dollar stays in Missouri.

Division Of Each Dollar Spent On The Missouri Lottery



Prizes
63.7¢



Education
26.3¢



Retailers
6.2¢



Admin. Costs
3.8¢

FY10 Missouri Lottery Proceeds

FY09 Missouri Lottery Proceeds

Since 1986, the Missouri Lottery has contributed more than \$3.5 billion to the state of Missouri and public education. Annual Lottery contributions comprise about 4 percent of the state's funding for public education – an effort shared by local, state and federal governments.

For fiscal year 2010, more than \$291 million from Lottery proceeds have been appropriated to Missouri's public education programs by the Missouri Legislature. The following is a list of programs that will receive Lottery proceeds.

Missouri Department of Elementary and Secondary Education **\$194,161,606**

\$108,979,552 (3 percent of total program funding)

Foundation Program

These funds help pay for the normal state aid distribution to schools, transportation and early childhood special education services.

\$21,859,448 (86 percent of total program funding)

For A+ Schools Program

Through this program, high schools meet specific standards to ensure their students are well prepared to pursue advanced education and employment. Students who graduate from a designated A+ School may qualify for state-paid assistance to attend any eligible public community college or technical school in the state. Some four-year public colleges and universities also participate in this program. Currently, there are 253 high schools throughout the state that are A+ Schools. Since 1997, 38,502 students have used at least one semester of A+ funding.

\$19,590,000 (76 percent of total program funding)

Special Education Excess Costs/High Need Fund (formerly SHCPR)

The "High Need Fund" was established to reimburse school districts for the educational costs of serving children with individualized education programs exceeding three times the current expenditure per average daily attendance. This fund will be both disability- and placement-neutral, creating a safety net for school districts that have no way of projecting the extraordinary cost of certain high-need students.

\$10,500,000 (100 percent of total program funding)

Vocational Technical Schools

These funds are used for design, renovation, construction and improvements of vocational technical schools in Joplin, Kirksville and Pike County. Local matching funds must be provided.

\$9,786,539 (100 percent of total program funding)

Classroom Trust Fund

The fund consists of all moneys transferred to it under section 160.534, RSMo, all monies otherwise appropriated or donated to it and all unclaimed Lottery prize money. The money deposited into the fund is distributed to each school district in the state qualified to receive state aid on an average daily attendance basis. The funds distributed shall be spent at the discretion of the local school districts.

\$7,768,606 (77 percent of total program funding)

Public Placement Excess Cost Program

This program was established to assist school districts in providing education services to students in residential placements through the Missouri Department of Mental Health or the Missouri Division of Family Services. It pays the excess cost incurred by those school districts for educating these students placed outside the school district where their parents reside.

\$4,800,000 (100 percent of total program funding)

Virtual Schools

These proceeds fund the Missouri Virtual School Instruction Program (MoVIP), which offers instruction in a

FY10 Missouri Lottery Proceeds

virtual setting using technology, intranet and/or Internet methods of communication. Any student under the age of 21 in grade K-12 who resides in Missouri is eligible to enroll, regardless of the student's physical location.

\$4,331,325 (29 percent of total program funding)

Performance-Based Assessment Program

This program provides funding for continued development, administration and scoring of the statewide Missouri Assessment Program (MAP). The Lottery funding covers testing costs for the subjects of math and communication arts.

\$2,959,805 (33 percent of total program funding)

Vocational Technical Schools

These funds are a re-appropriation of a portion of the funds previously appropriated for design, renovation, construction and improvements of vocation technical schools in Camdenton, Poplar Bluff, Eldon and Monett. Local matching funds must be provided.

\$1,400,000 (2.5 percent of total program funding)

Vocational Rehabilitation Program

This money will be used by the Division of Vocational Rehabilitation to assist clients who have disabilities to obtain employment by diagnosis, physical restoration, training, placement and other related services.

\$774,514 (100 percent of total program funding)

Character Education Initiatives

These funds will provide teacher training and resources to schools to emphasize the importance of universal values such as responsibility, respect, trustworthiness, fairness, caring and citizenship.

\$685,508 (71 percent of total program funding)

Operational Maintenance and Repair

These funds are for operational maintenance and repair at facilities statewide.

\$581,309 (100 percent of total program funding)

Re-appropriated Operational Maintenance and Repair

\$145,000 (100 percent of total program funding)

Early-Grade Literacy

This program provides targeted funding for professional development activities related to the Early-Grade Literacy Programs offered at Southeast Missouri State University.

Missouri Department of Higher Education \$97,076,576

The following Lottery proceeds are used to fund salaries, equipment and library purchases and institution-based student financial aid at each of the public higher education locations.

\$36,869,596 (8 percent of total state funding)

University of Missouri campuses (Columbia, Kansas City, St. Louis and Rolla)

\$11,916,667 (13 percent of total program funding)

Access Missouri Financial Assistance Fund

The Access Missouri Financial Assistance Program provides scholarships to students based on financial need and academic achievement.

FY10 Missouri Lottery Proceeds

\$10,000,000 *(100 percent of total state funding)*

Linn State Technical College Planning, Design and Construction

These funds will be used for the planning, design and construction of a new facility for heavy equipment technology.

\$7,675,409 *(8 percent of total state funding)*

Missouri State University, Springfield

\$7,452,428 *(5 percent of total state funding)*

Community Colleges

These monies will be used for distribution to community colleges as provided in Section 163.191, RSMo.

\$4,985,715 *(8 percent of total state funding)*

University of Central Missouri, Warrensburg

\$4,059,895 *(8 percent of total state funding)*

Southeast Missouri State University, Cape Girardeau

\$3,776,109 *(8 percent of total state funding)*

Truman State University, Kirksville

\$2,599,805 *(8 percent of total state funding)*

Northwest Missouri State University, Maryville

\$1,972,820 *(7 percent of total state funding)*

Missouri Southern State University, Joplin

\$1,968,039 *(8 percent of total state funding)*

Missouri Western State University, St. Joseph

\$1,551,205 *(8 percent of total state funding)*

Lincoln University, Jefferson City

\$908,704 *(8 percent of total state funding)*

Harris-Stowe State University, St. Louis

\$420,528 *(8 percent of total state funding)*

Linn State Technical College, Linn

\$419,599 *(100 percent of total state funding)*

Southeast Missouri State University (Perryville)

These funds will be used for renovation and improvements at Perryville facilities.

\$300,000 *(100 percent of total state funding)*

University of Missouri – Kansas City

This money will be used for planning money to research expansion options for the existing dental school on the Kansas City campus.

\$200,000 *(100 percent of total state funding)*

Future Minority Teacher Scholarships

This money will be used to help fund Missouri's Scholarship Program for minority teacher education students in approved programs at four-year colleges or universities in Missouri.

Programs



Missouri Lottery Speakers' Bureau

Missouri Lottery Speakers' Bureau

Want to know more about the Missouri Lottery? You can request a speaker through the Lottery's Speakers' Bureau.

All presentations are free of charge. For more information, call the Lottery's headquarters at (573) 751-4050.

Missouri Amber Alert

What is AMBER Alert?

The AMBER Plan was created in 1996 as a powerful legacy to 9-year-old Amber Hagerman, a bright little girl who was kidnapped and brutally murdered while riding her bicycle in Arlington, Texas. The tragedy shocked and outraged the entire community. Residents contacted radio stations in the Dallas area and suggested they broadcast special “alerts” over the airwaves so that they could help prevent such incidents in the future.

In response to the community’s concern for the safety of local children, the Dallas/Fort Worth Association of Radio Managers teamed up with local law-enforcement agencies in northern Texas and developed this innovative early warning system to help find abducted children. Statistics show that, when abducted, a child’s greatest enemy is time.

In the fall of 2001, the National Center for Missing & Exploited Children (NCMEC) launched the AMBER Plan – America’s Missing: Broadcast Emergency Response nationwide. The goal of the program is to assist cities and towns across the United States with creating their own emergency alert plan.



What is the Missouri AMBER Alert Plan?

The Missouri AMBER Alert program is a statewide program designed by the Missouri Department of Public Safety to inform the public of the most serious child-abduction cases. The Missouri Lottery partners with other state and private organizations to communicate the Alerts and utilizes its various communication channels to disseminate AMBER alert messages to nearly 5,000 retailers, thousands of Lottery players and millions of people worldwide through its Web site.

The Missouri AMBER Alert program originally began as a program called ALERT Missouri in October 2002. The Missouri Lottery announced its involvement on Jan. 16, 2003.

In 2003, the Missouri Legislature passed Senate Bill 30 that created the Missouri AMBER Alert System. The Department of Public Safety was given the responsibility to develop a system that would divide the state into regions and provide a coordinated effort between local law enforcement agencies and local media to aid in the identification and location of abducted children. The law also established an oversight committee chaired by the Director of the Department of Public Safety and consisting of members from the Missouri State Highway Patrol, Department of Health and Senior Services, Department of Transportation, Missouri Lottery, Missouri Police Chief’s Association, Missouri Sheriff’s Association, and the Missouri Broadcaster’s Association.

In May 2005, Missouri joined the AMBER Alert Web portal, a nationally connected communication system to help ensure the safety and rescue of missing children.

How does Missouri AMBER Alert work?

Once law enforcement has been notified about an abducted child, they must first determine if the case meets the activating Missouri AMBER Alert criteria:

1. Law enforcement officials have a reasonable belief that an abduction has occurred, which meets the definition in RSMo. 565.110 or 565.115.
2. Law enforcement officials believe that the child is in imminent danger of serious bodily injury or death.
3. Enough descriptive information exists about the victim and the abductor for law enforcement to issue an AMBER Alert.
4. The victim of the abduction is a child age 17 years or younger.
5. The child’s name and other critical data elements - including the child abduction (CA) flag - have been entered into the National Crime Information Center (NCIC) system.

If these criteria are met, Alert information must be put together for public distribution. The information can include descriptions and pictures of the missing child, the suspected abductor, a suspected vehicle and any other information available and valuable to identifying the child and suspect.

Since the program was launched in Texas, the AMBER Plan has been credited with recovering 426 children!

The Missouri Lottery’s Role

Missouri Lottery retailers and players are in a unique position to help spot missing children. In the event of a Missouri AMBER Alert, the Lottery will send messages through the terminal to retailers. In addition to the online terminal retailer message, the Missouri AMBER Alert message will scroll on the small VFD screen located at the top of the terminal. The message will also be broadcast on all of the Lottery’s monitors and Club Keno monitors.

When possible, this message will also appear on all on-line game tickets. In addition, the Lottery will publicize the message on the www.molottery.com Web site and in the winning numbers e-mail subscription service. The Lottery also provides retailers with special, fill-in-the-blank Missouri AMBER Alert signs that can be downloaded from the Lottery’s Web site, completed and posted.

Responsible Gaming



Responsible Gaming

Responsible Gaming

With many things in life, there are people who have problems with moderation. Gaming is no exception. Up to 5 percent of gamblers have problems playing responsibly and could be considered “compulsive” or “pathological.”

Responsible Gaming Mission

“As a gaming entity, the Missouri Lottery recognizes that while the vast majority of Lottery players gamble responsibly, a small number of Lottery players can experience personal, financial and social difficulties due to playing Missouri Lottery games. Therefore, it is the responsibility of the Missouri Lottery to promote responsible gambling, take part in responsible gambling activities and promote the availability of problem gambling treatment.”

What Is Compulsive Gambling?

Compulsive gambling is a behavior disorder in which an individual has an uncontrollable preoccupation and urge to gamble. This results in excessive gambling, the outcome of which is loss of time and money. The gambling reaches the point at which it compromises, disrupts or destroys the gambler’s personal life, family relationships or vocational pursuits. The key signs are emotional dependence on gambling, loss of control and interference with normal functioning.

Do You Have A Problem? Compulsive Gamblers:

- Frequently think about past gambling experiences, future plans or how to get money for gambling;
- Need to increase spending to reach a high level of excitement;
- Have failed at stopping or controlling gambling;
- Become restless and/or irritable when trying to cut back or stop gambling;
- Gamble to escape problems and to feel better;
- Frequently return to “get even” after experiencing losses (chasing one’s losses);
- Lie to cover up gambling activity;
- Have committed or planned illegal acts to finance gambling;
- Have problems with job, school or relationships;
- Rely on others to help out financially.

How To Get Help

The first struggle to overcoming a compulsive gambling disorder is admitting there is a problem and recognizing that it won’t go away without help. If you think you or someone you know has a problem with gambling, please call:

**1-888-BETSOFF (1-888-238-7633) or
visit the BETSOFF Web site at www.888BETSOFF.org.**

When you call the 24-hour toll-free help line, a counselor at the Life Crisis Center in St. Louis will refer you to free treatment facilities in your area.

Responsible Gaming

Special Awareness Programs

Youth

During Missouri's Responsible Gaming Education Week in August 2000, the Missouri Alliance to Curb Problem Gambling kicked off a youth gambling prevention campaign to help educate youth, parents, school counselors and officials and the general public about the dangers of gambling at a young age.

The Alliance's youth gambling prevention campaign includes posters, brochures, speaker presentations, informational mailings to school counselors and attendance at educational conferences throughout the state. With guidance and assistance provided through the Division of Guidance and Placement at the Missouri Department of Elementary & Secondary Education, this campaign was designed to be the initial step in creating a comprehensive awareness program to prevent gambling among youth in Missouri.

In addition, the youth campaign includes two versions of a video entitled "Beat Addiction – Choose the Right Path." The original version, created for students in grades 6-9, is a 12-minute award-winning video that addresses the risk factors of all addictions. The newest version, created for students in grades 6-12, is a 28-minute video with four testimonials of real persons affected by four different addictions, including gambling, alcohol, drugs and an addictive lifestyle. The video package includes a facilitator's guide for class discussion.

To date, the video has been distributed to more than 700 schools in Missouri, potentially reaching more than 45 percent of Missouri's public secondary school enrollment.

Seniors

An awareness campaign aimed at older adult problem gamblers was introduced in August 2001 during the third annual Missouri Responsible Gaming Education Week.

The senior awareness campaign was the third campaign initiated by the Alliance. The campaign, which includes posters and brochures, helps educate seniors on the risk factors that could lead to a gambling addiction, problem-gambling symptoms and where to get help – 1-888-BETSOFF (1-888-238-7633).

For information about all of the Alliance's awareness campaigns, please visit www.888BETSOFF.org.

Missouri Alliance To Curb Problem Gambling

What Is The MACPG?

The Missouri Alliance to Curb Problem Gambling (MACPG) is an alliance between the Missouri Lottery, the Missouri Gaming Association, the Missouri

Gaming Commission, the Missouri Department of Mental Health's Division of Alcohol & Drug Abuse, the Missouri Council on Problem Gambling Concerns and the Port Authority of Kansas City.

With an increase in legalized gaming activities throughout the country as well as in Missouri, compulsive gambling is also on the rise. The Missouri Department of Mental Health estimates that 95 percent of the Missouri residents who purchase Lottery tickets or visit riverboat casinos or bingo parlors understand the costs and risks of participating in these games of chance. However, up to 5 percent of the individuals who participate in these gambling activities experience personal, financial and social difficulties due to an obsession with these games.

The purpose of the MACPG is to educate Missourians on the potential characteristics and dangers of problem gambling, to refer compulsive gamblers and their family and friends to free treatment through a toll-free help line, to prevent underage play and to promote responsible gaming.

What Is The Lottery's Role in the MACPG? *Missouri Lottery - Responsible Gaming Program*

The Missouri Lottery is a founding and primary member of the Missouri Alliance to Curb Problem Gambling. The Lottery is fully responsible for the creation and production of all statewide collateral materials, including campaigns for a general audience, older adults and youth. The Lottery also created and manages the Alliance's Web site at www.888BETSOFF.org, created and produces the "BETSOFF Bulletin" and has paid to run TV and radio ads promoting the toll-free 1-888-BETSOFF help line. The Lottery includes the toll-free help line number on the Lottery's Web site, all tickets, brochures and publications, and promotes the number on billboards in major cities. Lottery staff members are frequent speakers at meetings, conferences and training seminars. The Lottery also helped to fund educational speakers, who have included Carol O'Hare, Robert Ladouceur, Joanna Franklin and Dennis McNeilly, for statewide meetings and coordinates events statewide for Missouri's Responsible Gaming Education Month. The Lottery was instrumental in helping Missouri to become the first state in the country to set aside a week/month for education.

The Missouri Lottery has helped to plan and coordinate the Midwest Conference on Problem Gambling and Substance Abuse for four years.

All Missouri Lottery employees have received problem gambling sensitivity training.

The Lottery coordinated the creation of a youth addiction prevention program that was presented in schools throughout the state. The Lottery coordinates the budget for the Alliance. The Lottery created and produced two versions of a youth addiction prevention video that is being provided to more than 700 schools throughout the state, along with a facilitator's guide.

Midwest Conference on Problem Gambling and Substance Abuse

The Missouri Lottery plays a leading role in the planning and organization of the Midwest Conference on Problem Gambling and Substance Abuse, an annual three-day multi-state conference. The seventh annual conference will be July 28 - 30, 2010, in Kansas City.

The conference, which draws speakers and participants from throughout the country, is the result of a joint endeavor by organizations throughout a five-state region – Missouri, Kansas, Iowa, Nebraska and Oklahoma.

The conference offers workshops and presentations on a variety of topics including clinical applications, research, public policy, industry, regulation, recovery and special populations. Conference participants include certified gambling treatment counselors, substance abuse counselors, elected officials, representatives of the gambling industry, researchers, students and individuals in recovery from addictions.



Frequently Asked Questions



Frequently Asked Questions

Q. Where can I find past winning numbers?

A. Players can get Lottery numbers since 1996 at Missouri Lottery Numbers Games retailers, or they can scan their tickets through a “Check-A-Ticket” (CAT) device found at some Missouri Lottery retail locations. A CAT is a player-activated device that indicates whether a ticket is a winner. Players also can find a historical list of the numbers on the Lottery’s Web site (Molottery.com). Players can also request lists via e-mail, and the Lottery will send numbers lists as an e-mail attachment. Players can also receive text messages with the winning numbers. They also can write to the Lottery and send a self-addressed, stamped envelope to receive a list of numbers. A complete list requires 13 44-cent stamps, and a 2009 list requires two 44-cent stamps. Send requests to:

Winning Numbers

Missouri Lottery
PO Box 1603
Jefferson City, MO 65102-1603

Q. If I win a big jackpot prize and I die before I receive it all, where does the remaining money go?

A. When a jackpot winner dies, the Missouri Lottery continues to make payments to the winner’s heirs.

Q. Do Lottery proceeds really go to schools?

A. Yes, about 26.3 cents of every dollar spent on the Missouri Lottery goes to Missouri’s public schools. From the start of the Lottery in January 1986 to June 30, 1993, all Lottery proceeds were directed to the state’s General Revenue Fund, including education. In August 1992, Missouri’s voters elected to have all Lottery proceeds go solely to education. Since July 1, 1993, the Missouri Lottery has contributed more than \$3 *billion* to public education. In fiscal year 2008, the Lottery contributed more than \$259 million to elementary, secondary and higher education. Annual Lottery contributions comprise approximately 4 cents of the state’s funding for public education - an effort shared by local, state and federal governments. The Missouri Legislature appropriates those funds annually to statewide education programs.

Q. Who oversees riverboat gambling?

A. Riverboat gambling is licensed and regulated by the Missouri Gaming Commission, which also oversees bingo games.

Q. Why don’t I ever hear about top-prize winners in Scratchers games?

A. Winners are highlighted on the Missouri Lottery’s Web site, in e-mail newsletters, in news releases, the *Winning Times* printed publication and on signage at retail locations. News releases with the names of the prize winners of \$1,000 or above are sent to media throughout the state. A list of these winners also is available upon request to the Missouri Lottery headquarters in Jefferson City. These same releases can also be found in the “Newsroom” of the Missouri Lottery’s Web site. Players can use the Google search function on the navigation bar to find a specific winner.

Q. It seems when the Lottery first started, I won more often in the Scratchers games. Are there fewer prizes now?

A. Actually, the chances of winning a prize in the Lottery’s Scratchers games continue to get better. In the Lottery’s early days, by law, games only paid out 45 percent of sales in prizes. Now games pay out an average of more than 69 percent of sales in prizes, and an average of approximately 1 in every 4.2 tickets is a winner. Some Scratchers game payouts are as high as 76.93 percent!

Q. It seems Scratchers winners are always in the big cities. Do you send more winning tickets there?

A. No one, including Missouri Lottery employees, knows where winning Scratchers are located. Strict security measures are in place at all times during the ticket-printing process. The only way to detect a winning ticket is by scratching off the coating that covers the play area.

FAQs

Q. Why is the cash value of a jackpot only about half of what is advertised?

Where does the rest of the money go?

- A. When a player wins a Missouri Lotto or Powerball jackpot and he or she selects the Cash Option, that player receives approximately half the advertised jackpot, minus 29 percent in taxes, in cash. The Cash Option entitles the winner to receive all the money the Lottery has in the Lotto or Powerball jackpot fund generated by sales during that jackpot run. If a winner chooses to have his or her prize distributed over 25 years (Lotto) or 30 graduated payments (Powerball), the Lottery takes that jackpot fund and invests it to accrue the full advertised jackpot amount won.

Q. Why doesn't anyone in Missouri ever win the Powerball jackpot?

- A. Out of the 43 lotteries participating in the Powerball game, Missouri ranks second in terms of jackpot winners and the amount awarded to players through jackpot prizes. With 25 Powerball jackpot winners, Missouri is second only to Indiana. The Missouri Lottery has awarded more than \$1.3 billion in Powerball jackpot prizes.

Q. Since so many people play Powerball, aren't the chances of winning worse?

- A. No matter how many people play Powerball, the chances of winning never change. The same fact holds true for Pick 3, Pick 4, Show Me Cash, Club Keno, Lucky Dough and Lotto. The chances are based on the amount of number combinations, not the number of players. Overall chances of winning a prize in Powerball are 1 in 35.11.

Q. Does the Missouri Lottery keep most of its profits?

- A. From every dollar spent on a Lottery ticket, more than 96 cents is returned to Missouri residents: an average of 63.7 cents goes back to players through prizes, 26.3 cents goes to Missouri's public education system and 6.2 cents is earned by retailers who sell Lottery tickets. Just 3.8 cents of every dollar goes to pay administrative expenses including advertising, ticket printing and computer system costs.

Q. Aren't most Lottery players poor and uneducated?

- A. The Lottery's demographic information shows that the typical lottery player is a high school graduate, between the ages of 25 and 54, married, employed and has a household income between \$25,000 and \$60,000.

Q. Is there a danger of Lottery players becoming compulsive gamblers?

- A. Studies show up to 5 percent of those who gamble through all means experience problems. Those who do or their friends and family can contact the Missouri Alliance to Curb Problem Gambling's (MACPG) help line at 1-888-BETSOFF for assistance or visit the organization's Web site at www.888betsoff.org.

Q. Why does it seem like all the jackpot winners come from the big cities?

- A. Missouri Lottery jackpot winners have come from all across the state. The number of winners is generally proportionate with the number of sales. Therefore, in areas where sales are higher, there will also tend to be more winners. Keep in mind, your chances of winning a prize are the same no matter where you buy your tickets.

Q. Isn't the Lottery an inefficient way to raise money?

- A. The Missouri Lottery is an efficient source of revenue. More than 96 cents of every dollar is returned to Missourians in one form or another. Players receive approximately 63.7 cents in prizes, education receives approximately 26.3 cents and retailers receive about 6.2 cents.

Q. Why don't Lottery proceeds increase education's funding?

- A. The Lottery does not allocate Lottery profits to specific education programs. That is the job of the Legislature and the governor. All Missouri Lottery proceeds are transferred to benefit education programs, and these proceeds are a net increase in revenues for the state.

FAQs

Q. Why aren't retailers punished for selling Lottery products to minors?

A. The Missouri Lottery has procedures in place to suspend retailer licenses to anyone selling Lottery products to minors. The Lottery also places vending machines where they can be monitored by clerks, had remote shut-off capabilities and it places signage on the machines warning minors not to play.

Q. Does the Missouri Lottery offer subscription sales to players?

A. No. The only way to purchase a Missouri Lottery ticket is from a licensed Lottery retailer in Missouri. Due to federal postal regulations, the Lottery cannot mail tickets if a player sends us money.

Q. Can a group of people claim a prize?

A. Yes. Each person must complete a claim form to claim.

Q. Can Powerball and Mega Millions players redeem their winnings in any Powerball or Mega Millions member state?

A. No. Players must redeem their prizes in the same state they bought the tickets.

Q. If a player buys a Quick Pick ticket, can anyone else buy those numbers using Quick Pick?

A. Yes. Quick Pick tickets are generated randomly by the terminal at the retailer, and there is no central computer that is controlling ticket generation. The chances of buying a Powerball ticket with the same numbers as someone else are the same chances of winning the jackpot – about 1 in 195 million.

Reference



Terms and Definitions

Ambassadors	A group of college interns who travel to retail locations, fairs and festivals educating players about lottery games and promotions.
annuity option	A method of collecting prizes of \$1 million or more in Lotto and Powerball. This method entitles the winner to receive the prize money in equal, annual payments that total the advertised jackpot amount. Annuity options for Lotto jackpots are spread over 25 annual payments, and annuity options for Powerball jackpots are spread over 30 annual graduated payments.
back pair	A Pick 3 and Pick 4 play option in which players pick the last two digits in exact order. In both games, players win \$60 for a \$1 bet. See also “front pair.”
back 3	A Pick 4 play option in which players pick the last three digits in exact order and win \$600 for a \$1 bet. See also “front 3.”
box	A Pick 3 and Pick 4 play option in which players can win if their numbers match in any order.
Bulls-Eye	An optional play feature in Club Keno that allows players to increase their winnings by matching the red Bulls-Eye number drawn.
CAT	Stands for “Check-A-Ticket,” a player-activated device in retail locations that indicates whether a Numbers Game ticket is a winner.
Cash Option	A choice available to both Lotto and Powerball winners that allows them to collect their jackpot prize in one lump sum. This amount is the amount on hand to pay that prize from the prize fund. It is approximately half of the advertised jackpot amount, minus taxes. Winners have exactly 60 days from the drawing to select the cash option.
Club Keno	A Numbers Game drawn via computer every five minutes between 5 a.m. and 1:30 a.m. every day. Players can win up to \$100,000 per \$1 ticket per drawing by matching numbers from 1 to 80. Club Keno is sold only in age-controlled environments.
combo	A Pick 3 and Pick 4 play in which players pick numbers for all possible straight combinations.
Daily Millions	A multi-state Numbers Game that started in September 1996 and was discontinued in March 1998.
Draw Break	The time terminals are down prior to the draw.
fiscal year	July 1 through June 30. (Example: July 1, 2008, through June 30, 2009, is fiscal year 2009.)
front pair	A Pick 3 and Pick 4 play option in which players pick the first two digits in exact order. In both games, players win \$60 for a \$1 bet. See also “back pair.”
front 3	A Pick 4 play option in which players pick the first three digits in exact order and win \$600 for a \$1 bet. See also “back 3.”
Fun & Fortune Game Show	The Lottery’s game show held in St. Louis. It started on Jan. 20, 1996, and ended on July 9, 2002.
Fun & Fortune Wheel Spin	The Lottery’s wheel spin event held in Jefferson City. It started on July 26, 2002, and ended on Aug. 1, 2003.
General Revenue Fund	From the start of the Missouri Lottery in January 1986 through June 30, 1993, all of the Missouri Lottery’s proceeds or profits went into Missouri’s General Revenue Fund.
graduated annuity	If a Powerball jackpot winner chooses an annuitized jackpot, the annual payments will be increased each year by the percentage set in the Powerball game rules (currently 4 percent). An annuitized Powerball jackpot prize is paid out over 29 years (30 payments).
high-tier prize	Prizes of more than \$600. These prizes must be claimed at a redemption center. See also “redemption center.”
instant tickets	Scratch-off tickets. Same as Scratchers.

Terms and Definitions

instant ticket vending machine (ITVM)	Machine at retail locations through which Scratchers tickets can be purchased.
Lotto	The Lottery's in-state Numbers Game drawn every Wednesday and Saturday night. Players pick six numbers between 1 and 44. Jackpots start at \$1 million and grow until someone wins.
Lotto America	Multi-State Lottery Association game. Ran from Feb. 3, 1988, through Oct. 28, 1990, when it was revamped into Missouri's Megabucks. On April 19, 1992, it was changed to Powerball.
low-tier prizes	Prizes of \$25 or less. These prizes can be paid by any Missouri Lottery retailer.
Luckytown	The Lottery's previous advertising brand campaign. "Luckytown" is not a real place, but is a state of mind.
Lucky Dough	A tic-tac-toe style Numbers Game drawn via computer every five minutes between 5 a.m. and 1:30 a.m. every day. Players can win jackpots that average \$50,000 with the potential to grow to more than \$200,000. Lucky Dough is only sold in age-controlled environments.
Match 5 Bonus Prize	A Powerball bonus paydown feature, which was implemented on Oct. 6, 2002, that activates when a record jackpot is exceeded. When the jackpot is exceeded, the jackpot will only increase by \$25 million and excess sales will be placed in a Bonus Prize Fund. On the night the jackpot is won, that Bonus Prize Fund will be divided equally with those players who match all five white-ball numbers.
matrix	The range of numbers to pick from in a game. The matrix determines the game's odds.
Mega Millions®	A large multi-state Numbers Game consisting of dozens of members. Drawings are held in Atlanta, Ga. Players select five numbers between 1 and 56 and one number - the Megaball(R) - between 1 and 46.
Megaplier®	An optional feature in Mega Millions that allows players to increase their winnings up to four times, depending on the Megaplier number drawn. The Megaplier option costs an additional \$1 per play.
midday draw	Pick 3 and Pick 4 drawing that occurs at 12:45 p.m. each day.
middle pair	A Pick 4 play option in which players pick the second and third digits in exact order and win \$60 for a \$1 bet.
mid-tier prizes	Prizes between \$25.01 and \$600. Prizes are paid at retailer option.
Missouri AMBER Alert	Missouri AMBER Alert is Missouri's statewide program to find abducted children. It is based on the AMBER Alert system that was created in 1996 as a result of the kidnapping and murder of a 9-year-old Arlington, Texas, girl names Amber Hagerman. Alert messages are dispersed to Lottery retail locations, on online tickets, electronic signage and on the Lottery's Web site.
Million-Dollar Raffle	A Lottery Numbers Game that is a more modern version of the traditional raffle.
Missouri Alliance to Curb Problem Gambling (MACPG)	Formed in the spring of 1997 to promote a new help line telephone number and free treatment services for compulsive gamblers. The Alliance includes the Missouri Lottery, the Missouri Department of Mental Health, the Missouri Gaming Commission, the Missouri Riverboat Gaming Association, the Missouri Council on Problem Gaming Concerns and the Port Authority of Kansas City.
Missouri's Megabucks	Missouri's name for the Lotto America Multi-State Lottery Association game, which ran from Oct. 28, 1990, through April 18, 1992. It was replaced by Powerball.
Multi-State Lottery Association (MUSL)	A multi-state lottery organization that operates Powerball and other lottery games. MUSL is based in Des Moines, Iowa.
Multiplier	An option in Club Keno that allows players to increase their winnings 1, 2, 3, 4, 5 or 10 times, depending on the Multiplier number drawn. The Multiplier costs an additional \$1 per play.

Terms and Definitions

My Lottery	A free source for players to participate in a variety of convenient, on-line services and unique opportunities to win at www.molottery.com . Once an account is created, members are able to save time and postage and submit, view and edit their entries on-line for Missouri Lottery promotions; they can access forms to help them manage their Lottery group-play activities; sign up for daily or twice-weekly e-news and Numbers E-newsletters, text messaging of winning numbers, specific jackpot alert e-mail messages and more.
North American State & Provincial Lottery Association (NASPL)	National lottery trade organization headquartered in Willoughby Hills, Ohio. NASPL consists of 51 lottery organizations throughout North America.
Numbers Game	Category name for Powerball, Lotto, Club Keno, Lucky Dough, Show Me Cash, Pick 4 and Pick 3 games.
pari-mutuel	A prize that is shared equally among all winners in a prize category; all Lotto prizes are pari-mutuel except the free-ticket prize.
Pick 3	The Lottery's Numbers Game in which players pick three numbers between 0 and 9.
Pick 4	The Lottery's Numbers Game in which players pick four numbers between 0 and 9.
playslip	A small slip of paper in which players mark their number combinations; retailers can use the playslips to enter bets.
Play center	Lottery stands located in retail locations to house Lottery playslips, brochures and promotional information.
Powerball®	A large multi-state Numbers Game consisting of 33 members run by the Multi-State Lottery Association (MUSL) in Des Moines, Iowa. Players select five numbers between 1 and 59 and one number - the Powerball - between 1 and 39.
Power Play	An optional feature in Powerball that allows players to increase their winnings up to five times, depending on the Power Play number drawn. Power Play costs an additional \$1 per play.
prize pool	A set percent of revenues from sales that are earmarked to pay a particular prize level.
Progressive Jackpot	An additional prize for Club Keno players who play the six-, seven- and eight-spot games. There is no additional charge for this feature, and the jackpot will be pari-mutuel with all six-, seven- and eight-spot winners in that drawing. If the progressive jackpot is not won in a drawing, it will continue to grow until it is won.
Pull-Tabs	A type of instant game formerly found in age-controlled establishments. Also known as "break-opens" or "pickle."
Quick Pick	The function on a Lottery terminal that selects number combinations at random for players.
redemption centers	Four Missouri Lottery offices where prizes can be redeemed, located in Jefferson City, Kansas City, Springfield and St. Louis.
Scratchers®	Registered name of the Missouri Lottery's instant-win products.
SHOW ME 5®	The Missouri Lottery's daily cash Numbers Game that started on Nov. 6, 1994, and ended Nov. 5, 2000.
SHOW ME 5 Paydown®	A daily pick-five cash Numbers Game that replaced SHOW ME 5 on Nov. 6, 2000 and ended on Sept. 7, 2008.
Show Me Cash®	A daily pick-five cash Numbers Game that replaced SHOW ME 5 Paydown and started on Sept. 8, 2008. Jackpots start at \$50,000 and roll \$5,000 per draw until won.
straight	A way to play Pick 3 and Pick 4. In playing a straight, a player's numbers must match all three or four numbers drawn in exact order drawn to win.

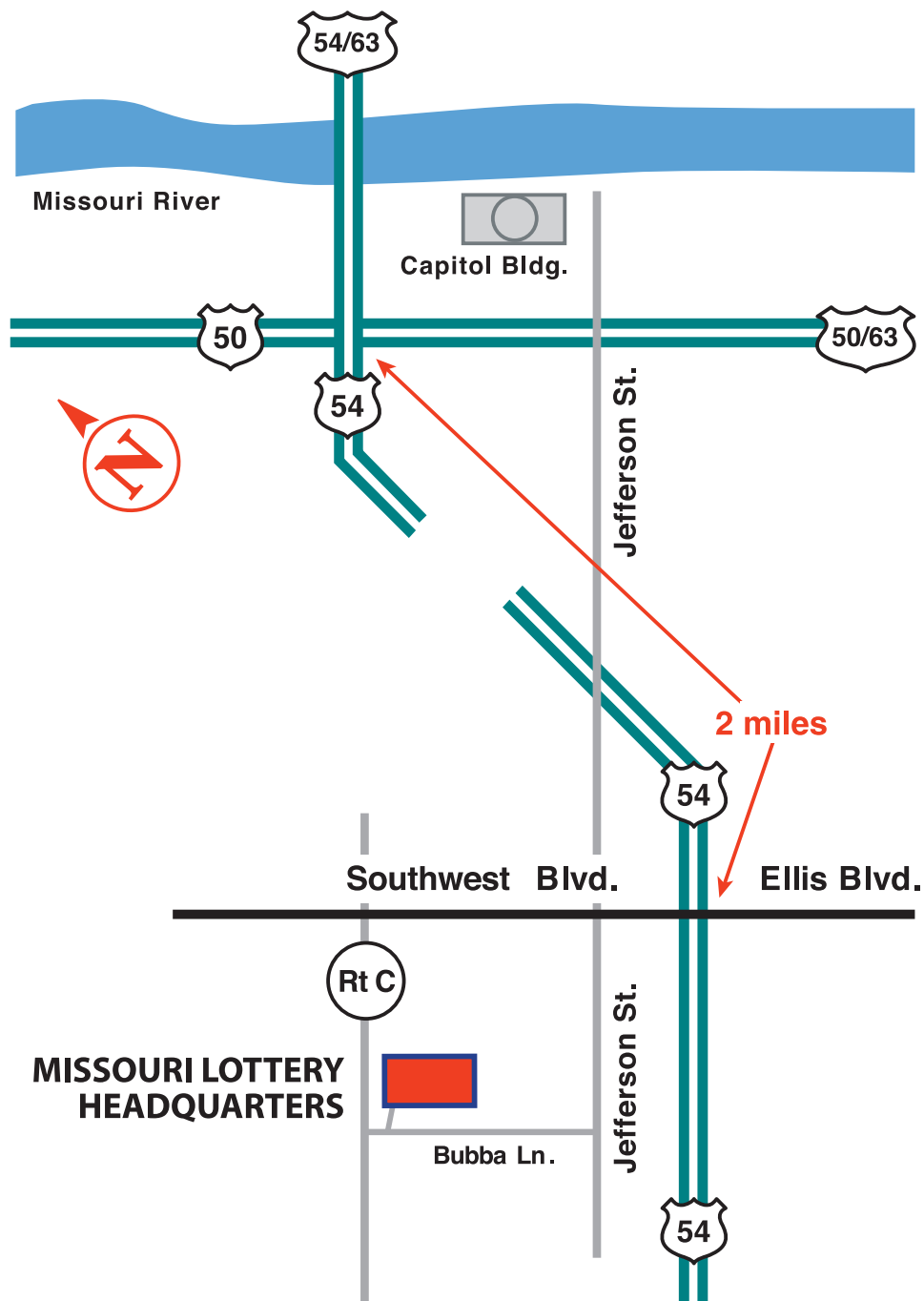
straight/box	A way to play Pick 3 and Pick 4. Straight means you bet your numbers come up in the order they are drawn. Box means you bet your numbers come up in any order.
SuperCash	Missouri Lottery Numbers Game from Jan. 20, 1992, until Nov. 5, 1994. Replaced by SHOW ME 5 on Nov. 6, 1994.
terminals	Machines in retail locations that produce Numbers Game tickets.

Maps



Lottery Headquarters - Jefferson City

1823 Southridge Dr.
Jefferson City, MO
(573) 751-4050



Maps

Kansas City Area Lottery Office

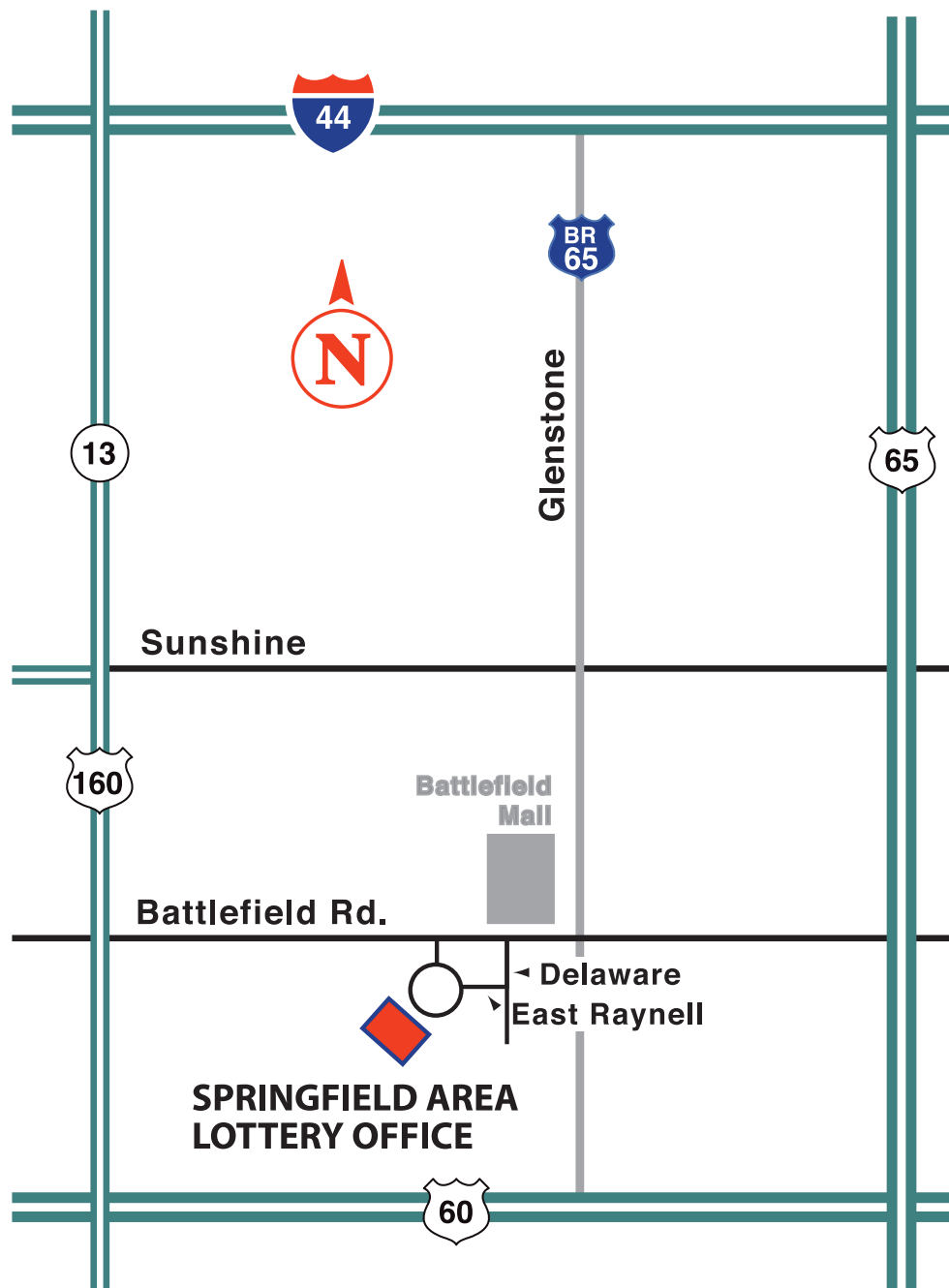
3630 Arrowhead Ave.
Independence, MO
(816) 795-8811



Maps

Springfield Area Lottery Office

1506 E. Raynell
Springfield, MO
(417) 888-4227



Maps

St. Louis Area Lottery Office

1831 Craig Park Ct.
St. Louis, MO
(314) 340-5800

